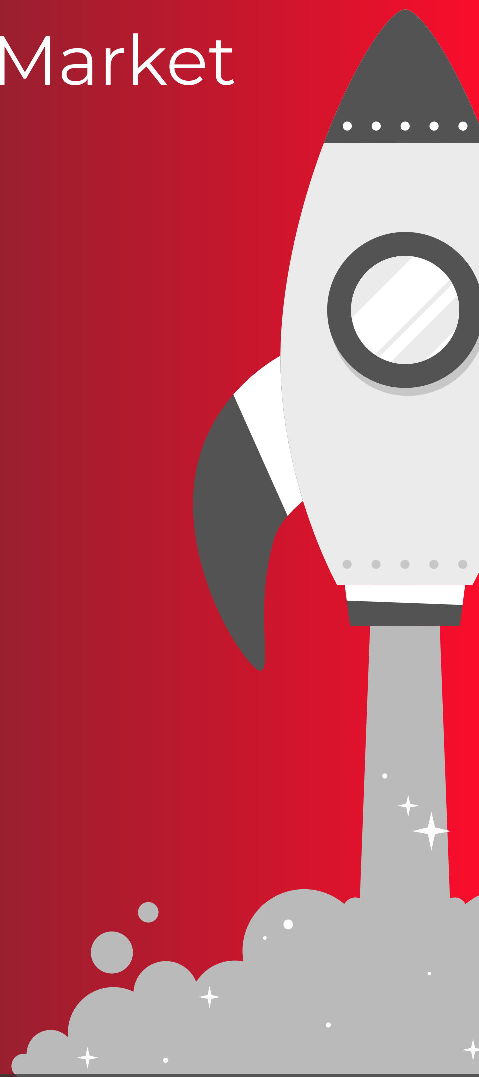
CASE STUDY:

How *McGregor Wealth Management* Generated A Steady And Consistent Flow Of Quality Sales Leads In A Notoriously Trust-Resistant Market



Rob McGregor is the Principal of *McGregor Wealth Management* and the winner of multiple industry awards, including *Financial Planner of the Year*.

In his previous business, Rob was used to relying on accountant and client referrals to seed new client relationships. While this was successful, the problem was the lead flow wasn't **steady** or **reliable**.

With his next business venture, Rob was on the hunt for what he calls, *"the holy grail of really good quality leads, produced regularly"*, so he could plan the growth of the practice. He already had a strong sense that **a digital-first approach was the answer**. Rob explains:

> *I spent a few years actually doing online marketing courses online, reading books, ebooks, seminars, webinars, and trying to soak everything up, thinking I'd be able to do it myself. Ultimately I realised that was going to be almost impossible. I already had one profession, which I was very good at, but trying to add marketing to that...not so smart.*

That's when he found the *Marketing Results Strategy Map* and decided to request an Online Marketing Growth Session to explore our recommended solution.

The Solution Lay In Packaging And Presenting The Client's IP To Appeal To Ideal Prospects

From our perspective, Rob had all the ingredients of a great client:

- He had a strong **value proposition** that just needed to be packaged up in a tight, compelling and consistent way.
- He possessed **strong sales skills** and an ability to convert and deliver for the right type of prospect.
- And he was willing to contribute **expertise and insights** that could be converted into high-quality digital assets.

Researching the End Customer of The Client

We also considered the situation from the viewpoint of the end customer (i.e. prospective financial planning clients).

The desire for financial security, abundance and freedom is almost universal. **However, the best prospects have "seen it all" and tend to be (justifiably) wary when engaging with an advisor and trusting them with their financial destiny.**

That's why any solution would need to focus on **building trust through slow-burn nurturing**, as opposed to going for the "quick sale".

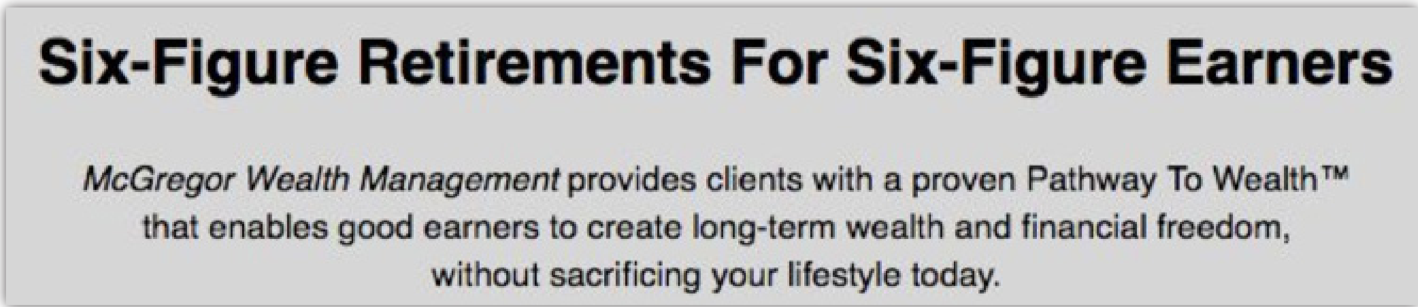
The Solution:
Starting With Strategy

Rather than simply launch a handful of disconnected digital marketing tactics in any order, Step 1 of the *Marketing Results Formula* is to **Set Your Strategy**. Here's an overview of what this entails:

Some of the work product from the strategy phase strategy included a draft Unique Value Proposition, a Top Of Funnel Offer (TOFO) for **attracting prospects**, and a Bottom Of Funnel Offer (BOFO) for generating **sales-ready leads**.

Unique Value Proposition Formulation

Our initial articulation of the Unique Value Proposition was as follows. We were trying to convey a specific benefit (a six-figure retirement income) to a specific target market (six-figure earners).



Subsequently, this value proposition statement was modified based on testing and feedback to the following:

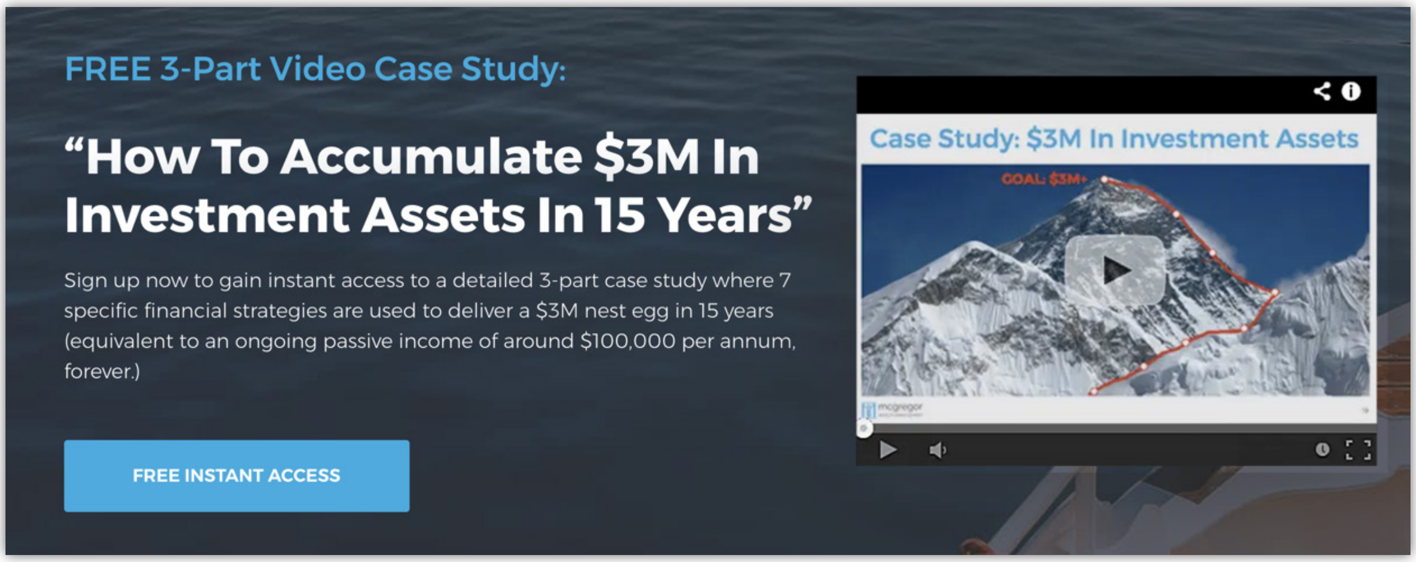
This shift illustrates an important point: strategy sets you in the right direction. Market exposure and testing helps to dial in refinements as you go.

Top Of Funnel Offer: Video Case Study

The strategy engagement also proposed packaging the client's IP into a detailed and informative video case study series (check it out here - it's great!).

Although the promise in the case study may sound bold (*"How To Accumulate $3M In Investment Assets In 15 Years"*), the content unpacks the promise to show how this result is possible.

This is the principle of **"delivering results in advance"**. It is much more effective to SHOW the prospect how you'll deliver results, rather than merely TELL them.

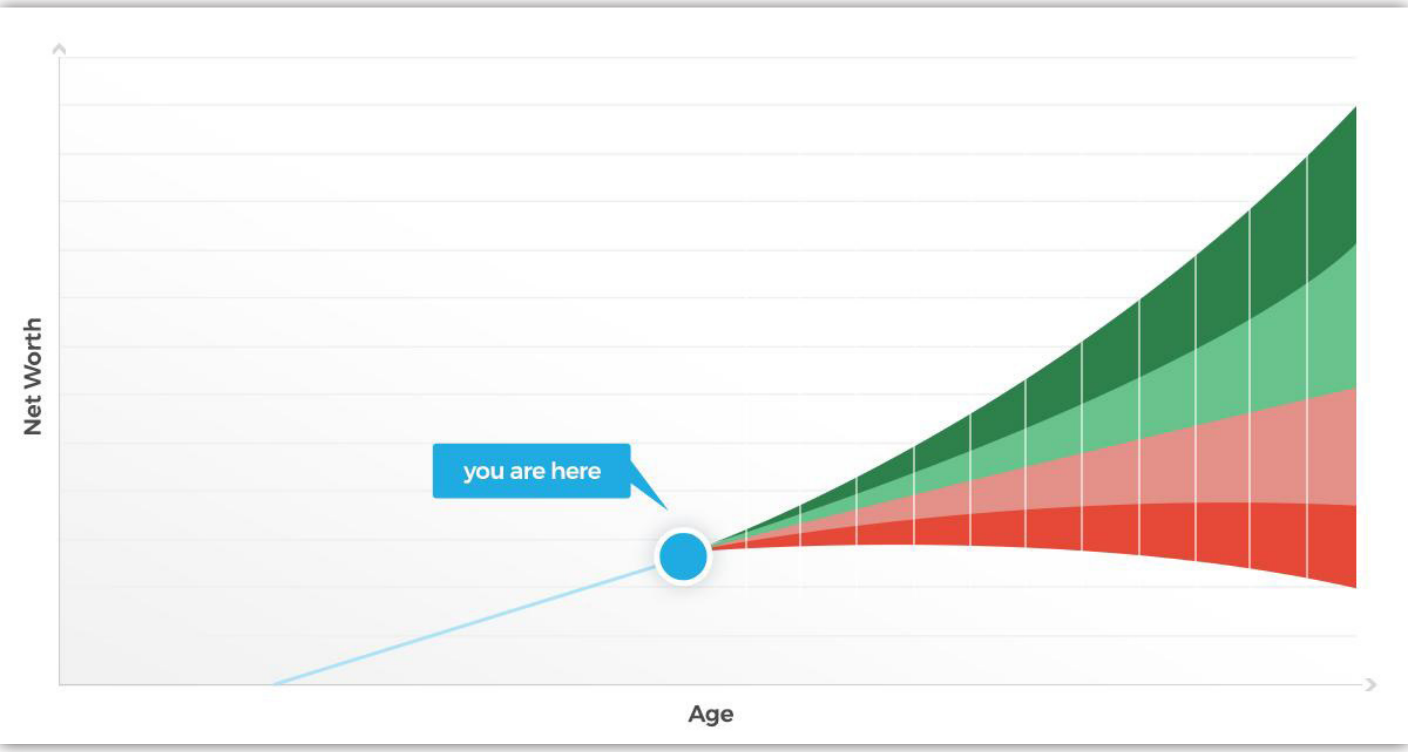


Creating Visualisations To Package IP

A core part of our process is to help clients **create concepts and visualisations to package their Intellectual Property to differentiate and sell**.

> One example is the concept of ***Wealth Potential***. *Wealth Potential* is the idea that the financial choices you make today will either turn you into an Overperfomer, or an Underperformer in terms of future wealth. Where you are now is not nearly as important as the decisions and actions you take to ensure you end up as an Overperformer and not an Underperformer.

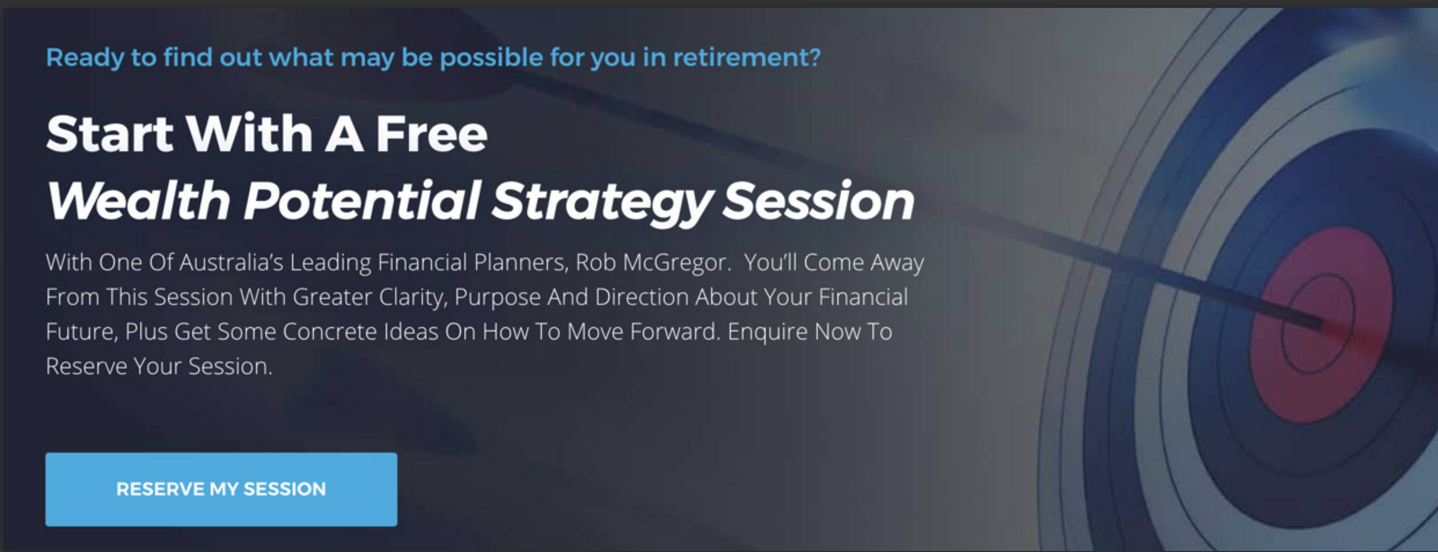
Here's the visualisation for this concept:



marketing RESULTS

Bottom Of Funnel Offer:
Wealth Potential Strategy Session

Having created the "frame" of *Wealth Potential*, a natural Bottom Of Funnel Offers was a Wealth Potential Strategy Session. This is a 1-on-1 session where an advisor maps out the client's *Wealth Potential* and shows them how the right support and advice can help them become an Overperformer.



Initial Launch: Some Wins, But More Consistency Required

After "going live" with the client's new website and funnel in October 2017, we were glad to see some traction. But although we were generating Case Study opt-ins and Strategy Session appointments, lead flow was erratic week-to-week.

One challenge was geographical targeting. *McGregor Wealth Management* is based in Noosa on Queensland's Sunshine Coast. Ad response from the Sunshine Coast geography was initially strong, but quickly dried up due to a small audience size.

To ensure a more consistent lead flow, we would need to crack larger population centres such as Sydney Metro. But in order to do that, we would also need to ***"dial the Trust-O-Meter up to 11"*** to create traction in a remote market. (After all, there are some great financial advisors in Sydney. We needed to give prospects very good reasons to consider a remote advisor.)

Bedding Down The Strategy

In the first 60 to 90 days of the campaign, we generated some quality leads and new clients. However, we still needed to **increase the volume and consistency of leads** in order to really meet the client's long-term objectives. Over a series of months, we did this via:

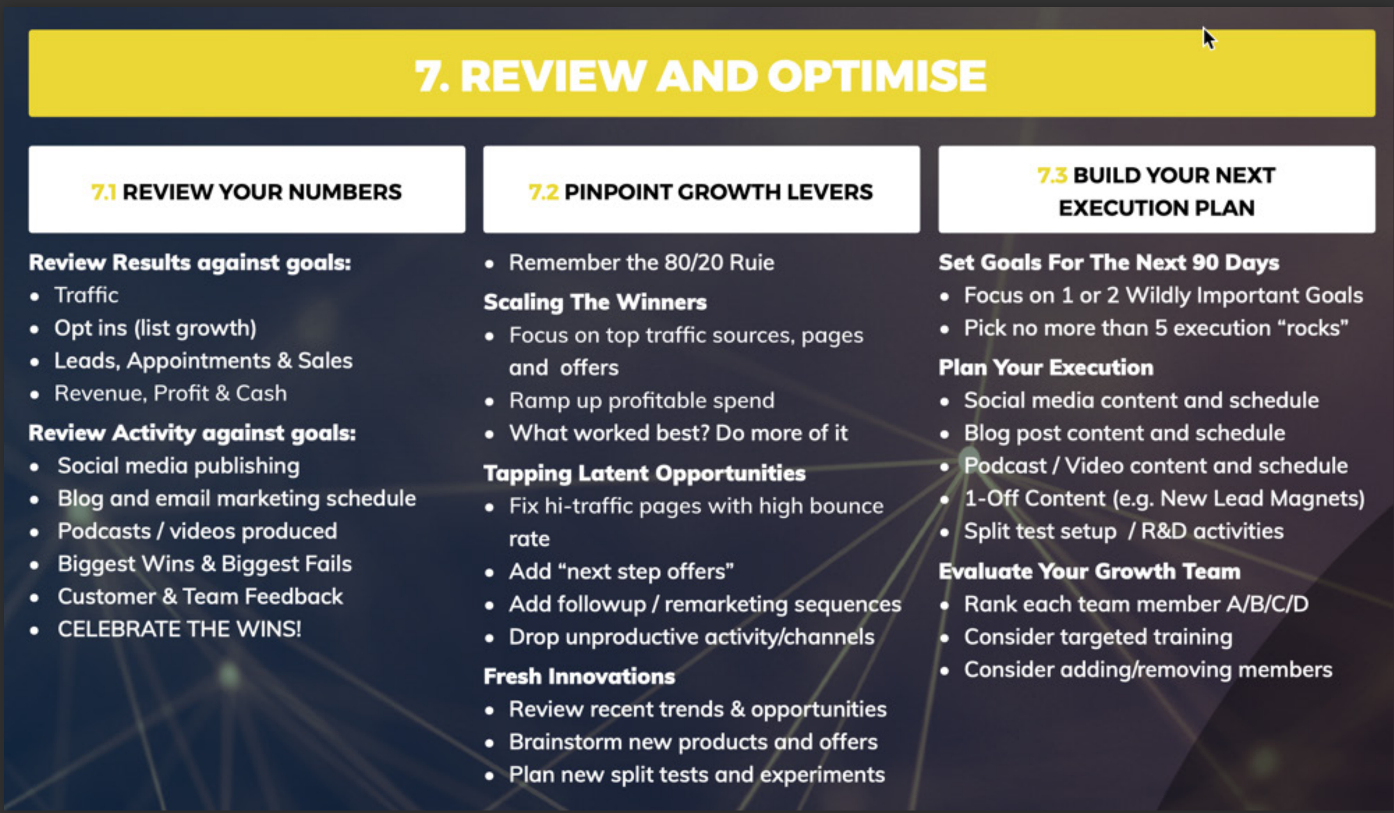
- extensive split testing of ad creative and audiences (geographical, demographic, psychographic etc.)
- email nurturing with client case studies and success stories
- Adding new offers and touchpoints to build trust. These included a *Wealth Potential Scorecard* and the *Wealth Creation Strategy Map*.

There was no single "killer tactic" that hit results out of the park. Instead, it was a consistent layering of techniques that shunted email subscribers "off the fence" and into 1-on-1 consultations.

Sustaining and Expansion

We look at digital campaigns as a series of Quarterly initiatives. Every Quarter, we use data and our strategic compass to set the direction of the next leg of the journey.

At the end of the Quarter, we review, re-align, and reset for the next push. This step is described in Step 7 of the *Marketing Results Strategy Map:*



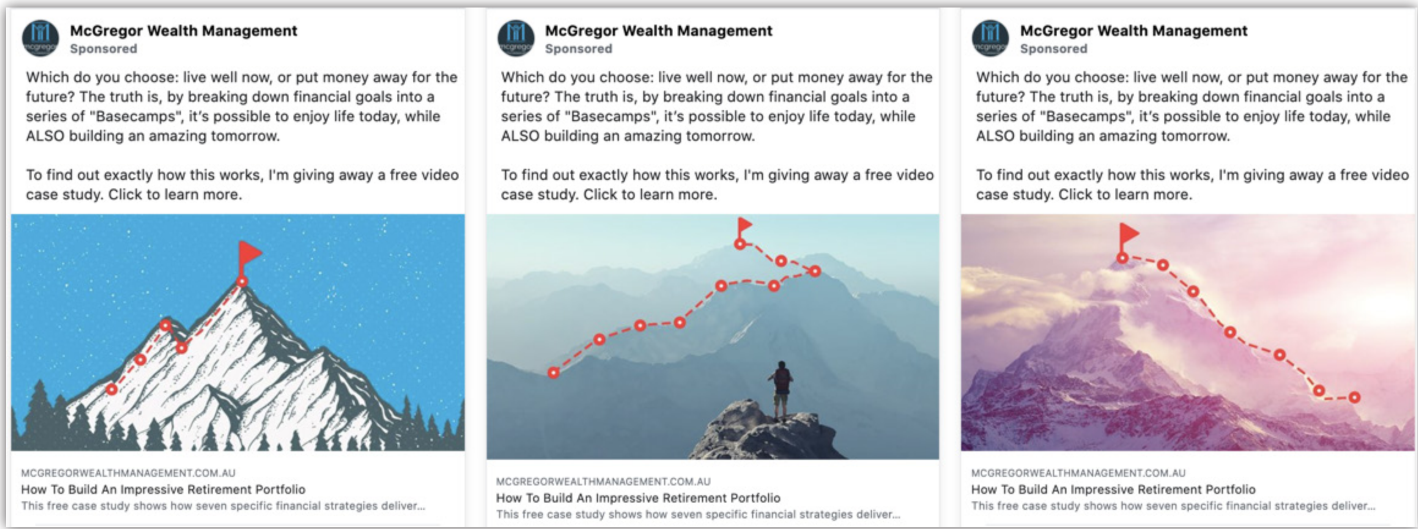
Step 7 is vital. Without it, campaigns can grow stale and clients can get stuck on a plateau, doing "OK" but unable to grow.

Combatting "Ad Fatigue"

One challenge with digital campaigns is they tend to "fatigue" over time. You have to **balance proven, evergreen messaging with fresh approaches** that will appeal to a jaded marketplace.

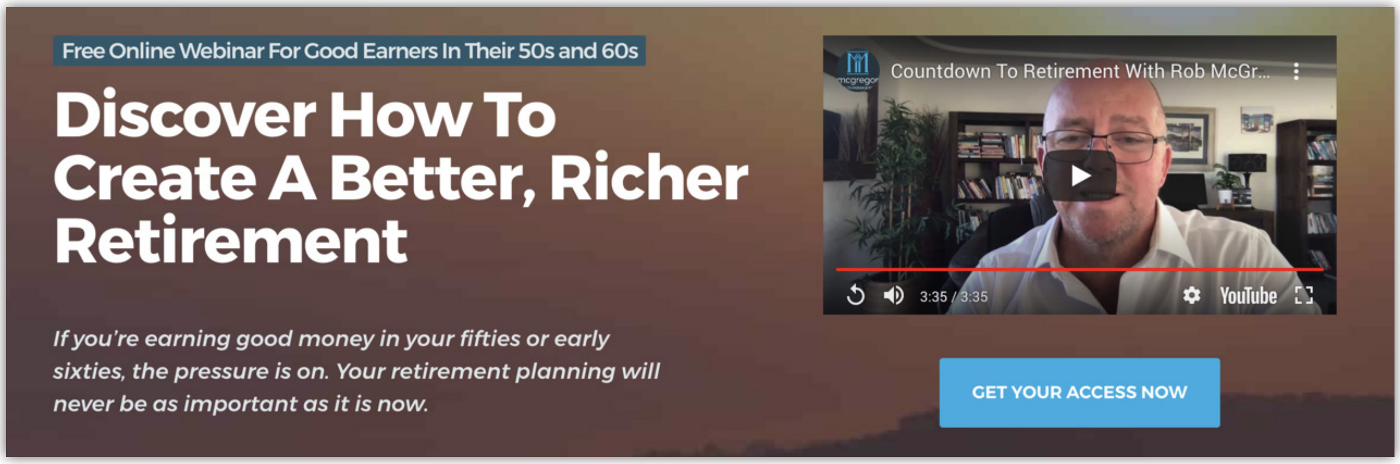
One micro-tactic to extend the lifespan of winning campaigns is to change up the creative execution, while retaining the core elements that are proving successful.

An example of this can be seen below, where a winning image depicting a "financial basecamps to the retirement summit" metaphor was given different creative treatments to extend impact and freshness:



Testing New Offers

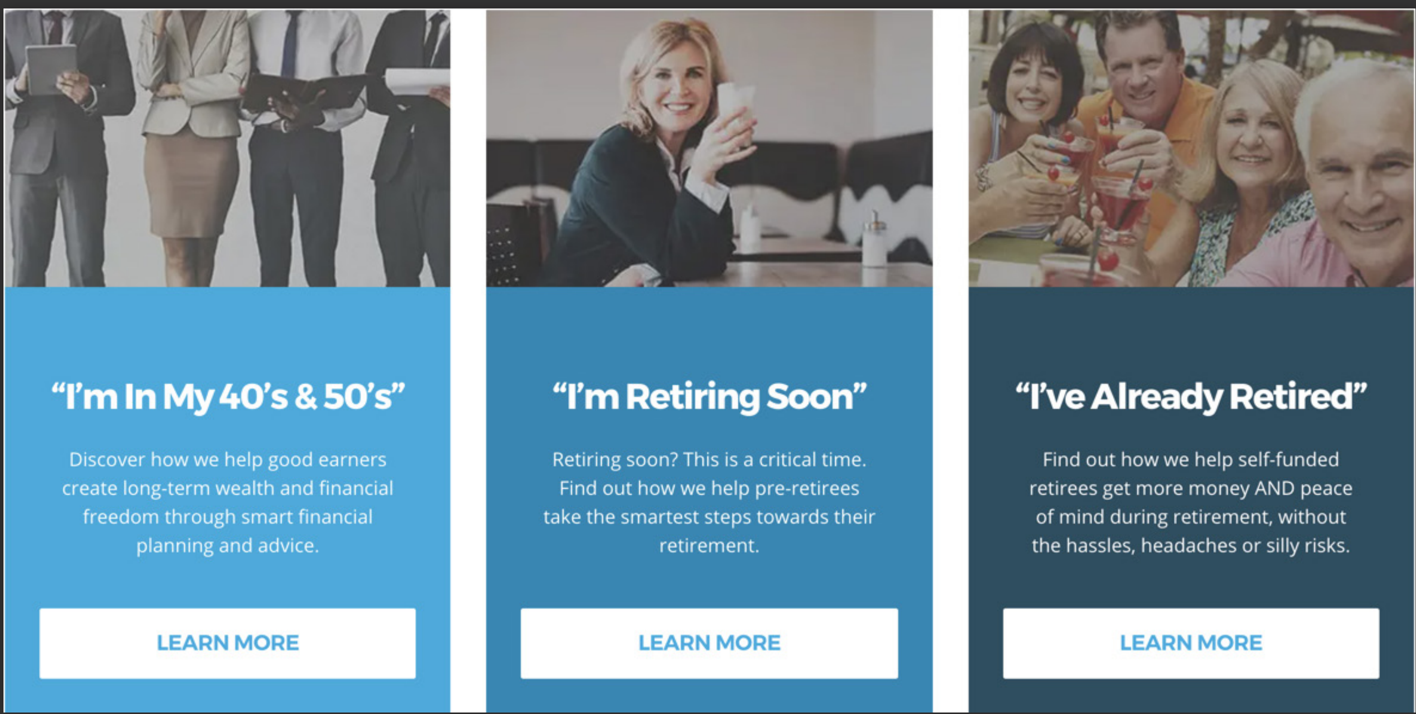
Another outcome of the Review and Optimise step was to workshop new offers. Because of the client's depth of knowledge, they were able to produce new content on topics such as *"How to conserve and grow capital during the COVID pandemic"*. This morphed into an evergreen webinar, with a low cost-per-registration and a solid conversion rate into high-quality appointments:



Segmentation and Personalisation

Before diving deep into **segmentation**, you first need to get one core funnel working. After that, we look at the potential of segmentation to drive increased lead flow. However, Segmentation introduces complexity. The potential upside needs to justify the increased complexity.

In the case of *McGregor Wealth Management*, we identified 3 market segments with distinct buying hot buttons that justified a more customised approach. We built these out with persona pages, specialised offers and funnels:



Key Results

As you can see, a successful inbound marketing function is not the result of one clever ad campaign or one effective landing page. Rather, it's the outcome of carefully layered initiatives and a collaborative approach to achieving results.

In this case, the client was able to achieve their goal of **high quality lead flow on a steady and consistent basis**. They're also seeing:

- 2 to 5 high-quality appointments per week, turning into multi-year, A-grade clients with a very high lifetime value ($50,000+)
- Case study video opt-ins at $23.04 apiece.
- Long-form webinar registrations at $20.03 each
- A high-quality email list of 1400+ active prospects (and growing)

In addition to these **financial** results, there have been many other side benefits:

- Steady lead flow means the firm can **focus more on client service and advice** and less on bringing in new clients.
- Due to increased client numbers, the firm has **expanded and hired new advisors**, freeing up the Principal's time to be more active in the local community, including the Surf Lifesaving Club.
- During the COVID pandemic, the client was **able to keep growing** because they had an established email list and a remote delivery model already worked out.

What Does The Future Hold?

McGregor Wealth Management is growth-minded. They want to continue growing, adding clients and advisors so they can make a bigger impact in the world.

Some of the strategies and tactics we're keen to test in the next phase include:

- Traffic expansion with **content-driven SEO** and **YouTube advertising**
- Deeper personalisation around their 3 primary personas
- Split testing mature landing pages to "raise the bar" even higher

If you're curious to see how our Growth Process would apply to *your* business, click here to schedule a [Free Online Marketing Growth Session]

McGregor Wealth Management Founder, Rob McGregor, Says...

"My name is Rob McGregor, and I'm the principal and founder of McGregor Wealth Management. We're an advisory business that helps people create an awesome independent retirement.

For the last five years, I've been on a journey to work out the digital marketing space and how to get more leads flowing on a regular basis.

About 3 or 4 years ago, I came across a good bit of online marketing and downloaded a fantastic report. And it happened to be a report that Marketing Results had put out. All of a sudden I found myself opting in, and then saying yes, I'd love a Strategy Session.

As a result of that initial discussion, we ended up creating an online video series and setting up the first stage of our marketing. We started experiencing a ***steady flow of success*** *from there.*

We've now expanded into multiple lead magnets and other bits of IP, we've built up a database of over 1,400 leads and we're now in a ***rapid growth phase****. We've actually been* ***growing strongly*** *during the downturn, partly due to having good quality leads and being able to pivot to online delivery.*

***I can't speak highly enough about the team at* Marketing Results.** *They get stuff done for you so you can get results.*

You may have messed around in this space for years like I had, or you may have had agencies that would let you down. But ultimately, you need good people who can take the time to both understand your business but also encourage you to get really clear on your value proposition and your ideal client.

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