

Building Brand Awareness and Growth with Digital Marketing

It takes 0.05 seconds for someone to form an opinion about your website¹. The strength of your brand identity can have a huge impact on your growth potential. How are you showing up?

When Jim Starnes made the decision to start an independent practice, he knew he needed to build a strong brand that would encompass the ethos of his new vision. It was also imperative to develop a marketing strategy to translate his story in the digital landscape and support his business growth goals by attracting new clients and recruiting new advisors to the Totus network.

THE SOLUTION

Cetera's exclusive GrowthLine program provided Jim with an opportunity to work 1-on-1 with the team to develop his brand and [website](#). They then partnered to build a full marketing strategy to strengthen his digital presence, including:

- Creating a thorough Google Business listing to drive organic search traffic to his website
- Showing brand consistency across digital properties (website, social accounts, search) to build brand awareness and affinity
- Posting 3+ times per week on social media with refreshed content to boost search rankings
- Publishing 1-2 blogs per month to strengthen his website's search engine optimization (SEO)
- Establishing multiple opportunities across his website to capture leads, including an insurance review, retirement quiz, market whitepapers and a free guide to going independent for prospecting advisors

"You want as many people in the boat helping you as humanly possible," says Jim. "I might be a really good financial advisor, but I'm not a marketer." Since joining Cetera in May 2021, Jim has seen tremendous growth across all facets of his business. In recruiting alone, Jim increased his team of 11 to nearly 50, with 28 newly affiliated advisors, earning the title of *Fastest Growing Brand Network for Cetera in 2022*.

850%

increase in overall AUA
of Totus network

400+

unique visitors to website
per month

369%

increase in social following

Figures as of September 2023

Show Up and Stand Out.

Contact the Business Development team at 800.336.8842 to learn how you can grow with Cetera.

"Cetera has the right people in place to help you execute. With the GrowthLine program framework in place, it was plug-and-play for us."



Jim Starnes*

CEO
Totus Wealth Management
Cetera Advisors LLC

1 <https://www.oberlo.com/blog/branding-statistics>

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