

## Create a Recruiting Pipeline with MarketingCentral

Automate your efforts to build out your prospective advisor pipeline so you can focus on closing the deal, not finding the leads.

Following up is the hardest part of any recruiting process, but also what brings the most success. There are many ways to recruit—direct mailings, hosted seminars, cold calling, blast emails—but they all lack one thing: what comes next.

Greg Brackett of BAR Financial often tells his financial professionals to maintain consistent communication, but he and his team were falling short of this themselves in the recruiting process. Knowing that MarketingCentral solved the problem for his end-client communication, Greg utilized MarketingCentral's *Advisor Recruiting* collection to reach new leads, identify those most responsive and engaged in the content they were sharing, and target them individually to close the deal.

### THE SOLUTION

The email drip campaign enabled Greg to cast a wide net nationally, not having to worry about following up with thousands of leads. With a series of five emails, they started with a list of 4,500 targets. Once the campaign had concluded, his team identified 60 individuals that opened each email—their warmest leads with the highest potential to target through follow-up.

Now, Greg can turn potential success into real success. Taking the leads gained from his passive recruiting efforts, he can actively recruit those identified as best opportunity and bring in new financial professionals. By keeping the drip campaign consistently running in the background through MarketingCentral, BAR Financial is always growing their recruiting pipeline with a strategy built for efficiency and success.

Unique open rate for campaign

29.5%

Prospects with 100% open rate for campaign

60

Total time to set up campaign

4 hrs

Figures as of 6/22/22

### Build a campaign that brings the best leads to you.

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

*“Are you prepared to turn your efforts into success? A drip email campaign in MarketingCentral is not the end, it’s the beginning. It gives us strong leads we can target and track and turn into advisors.”*



#### Greg Brackett\*

Vice President | BAR Financial  
Regional Director | Cetera Advisor Networks  
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