

NAVIGATING COMPLIANCE

HOW ONE FINANCIAL ADVISOR NAVIGATED HER WAY THROUGH COMPLIANCE TO TELL HER STORY.

THE CHALLENGE

A leading financial services company had top performing financial advisors who, despite their many achievements, all faced the same challenge. They lacked personalized marketing materials that contained their unique story. The financial advisors only had generic marketing materials at their disposal, which was hindering their ability to communicate with their clients at a personal level.

One of these leading advisors was Joan. She was very passionate about her career and wanted to help women take control of their futures by sharing her expertise in investing. Joan attended conferences, meetings, and webinars, and although she met a lot of prospects, she never quite saw the same results as when she was able to personally connect with potential investors and share her story.

With the inability to obtain specific marketing materials for her clients and prospects, Joan could only do so much to reach them. She'd attempted to write her own content and create her own materials but risked violating compliancy regulations and maintaining her company's brand standards. Despite efforts to work with corporate marketing to create her own collateral, Joan had no choice but to utilize the static marketing materials available.

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THE SOLUTION

The financial institution realized Joan wasn't the only financial advisor who wanted to tell her personal story – the advisor group, as a whole, wanted personalized collateral in order to remain relatable to their clients. They began searching for a solution that would help empower their advisors and create new marketing materials while maintaining brand standards and remaining industry compliant.

The financial institution met with EarthIntegrate, a marketing technology company, to discuss their Relationship Marketing platform, Pando. With their Pando platform, the financial institution could easily integrate all their assets, customize compliance-approved templates, and distribute access to anyone – even their advisors. With Pando, all their financial advisors, including Joan, would have the ability to select a marketing template and personalize it with their unique story.

THE RESULT

With EarthIntegrate's Pando platform, the financial institution was able to empower their advisors and achieve higher results. Joan was finally able to reach her clients at a personal level by sharing her story in her very own personally branded materials. Not only was she able to create custom materials for her existing clients, she was able to attract new ones. Most importantly, she was able to use her personal story to give women the financial advice and financial freedom they deserved.

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