



5 TIPS FOR CONTENT MARKETING IN A “BORING” INDUSTRY (LIKE FINANCIAL SERVICES)

We don't know about you, but when it comes to talking about data, alpha, and helping our investment management clients raise assets, we kind of geek out. Juggling numbers, strategy, and the markets—our **third party marketing team** gets a thrill out of all of it. If you're launching a new mutual fund or work in the financial services industry, we're going to go out on a limb and assume you're the same way.

You're great at what you do and you love the field you're working in—so why are you still shying away from engaging in **content marketing**?

If you're like most folks working in financial services, you may think that your industry is “too boring” for content marketing. This mindset is only holding you back because it's completely wrong. No, we're not working in more glamorous industries like entertainment or travel, but we all bring something unique to the table and that deserves to be shared with the world.



HERE ARE 5 THINGS TO REMEMBER AS YOU DIP YOUR TOES INTO THE WATERS OF CONTENT MARKETING:

- 1. There are no boring industries.** You started your mutual fund or became an investment advisor for a reason: you like the work, and you know there are opportunities to make money. That means clients exist—aka people who are interested in what you're selling—so even though your industry is traditionally considered to be dry or boring, it is still relevant to a lot of people. Create content that helps those individuals.
- 2. Personality goes a long way.** Your potential clients are normal people—do you think they want to **read blogs** or white papers that sound like they were written by robots? There's the misconception that being professional equals holding back all signs of a dazzling personality. Find that happy place in your content where you can let a little personality shine through; it could end up being the primary differentiator for your brand.
- 3. Embrace imagery.** Reading giant blocks of text, especially ones filled with numbers, can make even the most enthusiastic finance buff go cross-eyed. Try to think of more visual ways to break up text and tell your story. Infographics, for example, can be extremely effective in communicating your message. They look professional, and attractive, and folks love to share them. Also, never underestimate the power of a few solid charts (we love charts!).

- 4. Establish yourself as an expert.** Your mutual fund website may list what you do and any accolades you've received, but until a client takes a meeting with you, they can't know for sure that you know what you're doing. **Content marketing** allows you to channel all of that amazing financial knowledge you're holding in your head and share it with the world. Via blogs, guest posts, and other content marketing initiatives, you can single-handedly position yourself as an expert in your field. Once you gain that reputation, more clients will be asking for you by name.
- 5. Confusing business jargon is not your friend.** In "boring" industries, it's not uncommon to encounter individuals who think they've got something to prove. When they do write, it's filled with "business babble" and industry jargon that no one wants to read. Content marketing is not like writing a term paper in college—you're trying to make a real, emotional connection with your readers. A good rule of thumb is to write the way you speak, minus any unprofessional slang that wouldn't be appropriate.

Remember, if you love your industry, there are other people out there who do as well. Let that passion shine through your content marketing efforts and you'll have a much better chance at attracting and converting your **target demographic**.

Know you need a content marketing plan, but don't have the time to make it happen?

Contact Havener Capital Partners to learn more about the Content Marketing initiatives we've got lined up to help you.

About the Author



Stacy Havener is the founder of Havener Capital Partners, providing her sales and marketing expertise to a select group of high quality managers. Well recognized in the Registered Investment Advisor and wealth management channel, Stacy has significant experience in product development as well as raising assets through successful distribution strategies. Based in Newport, RI, Stacy balances her career with her love of travel, passion for cooking, and an addiction to crossword puzzles.



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