

*"It is not the strongest of species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change"*

– CHARLES DARWIN

## GOING VIRTUAL

### Peak Pro Financial digital program

We're living in a new reality. With the world going virtual, financial advisors are at a critical point. You can either embrace change as an opportunity to future-proof your practice. Or, you can try to rely on traditional marketing tactics that aren't built for changing behaviors and 24/7 news cycles.

Advisors who act now and adopt digital marketing tools and technology will be set up for long-term success. From paid social media advertising and just-in-time webinars to automated email campaigns and digital retargeting, Peak Pro Financial offers a variety of packages to help get you up and running immediately. Our packages are low-cost—saving you thousands of dollars—and customizable to help you thrive today and tomorrow.

		STARTER	PRO	ELITE
		\$1,500/month	\$3,000/first month \$1,500/month thereafter	\$4,000/first month \$1,500/month thereafter
		EACH PACKAGE INCLUDES \$1,000 FACEBOOK AD BUY		
FEATURES	Facebook paid ads	•	•	•
	<i>Includes: Campaign set-up, copy and sourcing images, audience set-up including custom audiences, retargeting ads and set-up, tracking with Facebook pixel, Google Analytics, installing Google Tag Manager, establish control ads and split testing, evaluate and modify ads regularly</i>			
	Webinar set up		•	•
	<i>Includes: Webinar platform set-up, landing page, thank you page, tracking, integration with autoresponder service, integration with calendar</i>			
	Automated follow-up emails (integrated with your CRM)			•
	<i>Includes: Email automation set-up, tagging and tracking emails and clicks, copy for up to three emails (more upon request), UTM (this gives you the ability to track individual leads from each ad if your autoresponder service supports it)</i>			

### Get started today

Now's the time to move your marketing forward. Email [marketing@peakprofinancial.com](mailto:marketing@peakprofinancial.com) or call 866.866.7050.