

Case Study

The Challenge

A mid-sized financial advising firm was looking to attract higher net worth clientele using earned media as its tactic.

Our Solution

WordWrite worked to establish the firm as a national thought leader by pitching major media outlets and organizing a media tour in New York City.

Client Takeaways

WordWrite secured meetings with five of the 11 targets at SmartMoney, The Wall Street Journal, Money, Forbes and a host at Fox Business Network.

Independent Wealth Advisory Firm

Taking an authentic story from Main Street to Wall Street

To attract clients with investment portfolios of at least \$1 million, a Mid-Atlantic wealth management firm first sought to leverage its CEO's 40-plus years of expertise into potential thought leadership on the national level via a media tour of New York City.

Competitive Research

In performing market analysis and benchmarking against its competition in the marketplace, the firm's leadership and marketing teams discovered a dearth of thought leadership on the national level for itself and its peers.

At the time, the firm was managing more than \$1 billion in assets for clients and organizations in 30 states. Recommendations received at quarterly board meetings indicated the firm should focus more effort on high-end investors who were extremely particular about where and with whom they invested their funds. The firm determined a differentiator in attracting these targets could result from establishing its CEO as a national thought leader.

Strategy

Prospective clients regularly read the CEO's thoughts in the local media. It would be a game-changer if he were to appear on or contribute his thought leadership to The Wall Street Journal, Forbes or on a nationally syndicated financial program. It became apparent that national attention could be a point of distinction between the firm and its peers to attract clients with additional investable assets.



We already had the key ingredients in place for success: a highly credentialed client and a great story. Peers and industry experts regarded our client as an authority, backed by an unblemished reputation throughout his 40 years of counseling investors.

Recent polls had indicated 70 percent of Americans viewed Wall Street negatively, so we sought to position our client as a source who could provide a “view from Main Street.” Therefore, the objective would be to tout the CEO as an authoritative, deeply experienced, yet off-the-beaten-path expert with a heightened sense of perspective and objectivity because of his location outside the kinetic landscape of the nation’s financial hub.

Execution

Our team – former journalists with more than 50 years of combined journalism experience – crafted outreach to 11 prominent financial editors and journalists. Our positioning focused on the client’s experience, industry recognition, previous media appearances and other points of distinction, including the fact that Barron’s had repeatedly selected him as one of the Top 100 Independent Investment Advisors nationally.

Results

We secured meetings with five of the 11 targets at SmartMoney, The Wall Street Journal, Money, Forbes and a host at Fox Business Network.

Within the context of an extended sales cycle such as the one professional service firms endure, thought leadership is a long-term business development investment. During the following year, the CEO was featured in SmartMoney Magazine, in a Dow Jones financial advisor blog and appeared via satellite live on a Fox Business Network daily financial program. He was also interviewed for a Wall Street Journal blog titled “Voices.”

We later secured a contract for the CEO to contribute a regular column to Forbes.com. In our subsequent evaluation, none of this CEO’s peers or regional competition had received even one national opportunity in that time frame, let alone five.

From a reach and lead generation standpoint, the firm enjoyed a 10 percent increase in web traffic each quarter for six consecutive quarters from organic search queries that were some variations of the CEO’s name, which did not appear in any paid advertisements. The correlation between thought leadership, visibility and awareness earned through sharing the right story in the right spaces at the right time continues to pay dividends today.

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