

FROM OUR BLOG

"If social media is UPS, video is the package."

Combining short "snackable" video with social media packs unique power for breaking through clutter and making an impact.

To capture assets: Engage and interact.

Most good asset managers can explain their value proposition in three minutes or less. The right message, well crafted and professional delivered, conveys 90% or more of the information investors need to make a critical marketing decision: **Whether to tune you out or in.**

If they tune you in, your marketing process and people can take over and grow AUM.

If they tune you out, you can head for the back of the line...and wait for another chance.

The problem is – it's not just what you say or how well you deliver that make the difference. A key variable is how attentive your audience is, and how well you **engage** and **interact**.

How video and social media work together.

Creating a short "snackable" video to tell your story can be an effective way to engage target investors. This media helps to get your message out quickly and reinforce the impact of your message. Adding a social media component helps the message go mobile, travel farther, and build marketing momentum. Implementing snackable videos with social media can be simpler and more economical than you may think. The combination will help you stand out from competitors, because very few asset managers yet realize the power.

Ulicny offers network-quality video production services, complete from concept through scripting, graphics and post-production. Our social media partner, a former financial advisor, offers a turnkey blogging program and in-depth knowledge of social media trends among advisors and investors.

Contact us about snackable videos + social media.

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