



Social Security Wise™

Online Prospecting with Google AdWords

A website that isn't seen can't generate leads.

This is why Wealth2k has developed a simple and effective strategy that financial advisors may use to tap the power of online marketing using Google AdWords.

A very big business, AdWords is Google's main advertising product and the largest generator of Google's revenue; \$42.5 Billion in 2012. You've seen the results of AdWords campaigns almost every time you've completed a Google search.



To get their websites in front of potential customers, companies representing every sector of the U.S. economy commit advertising dollars to AdWords. But at a combined \$4 Billion in 2012, no industry category spends more than insurance and finance. This should be a clear message to independent financial advisors about the importance of online marketing.

Meet Prospects Online

It's vitally important that financial advisors move to online marketing. And it's true that advisors are bombarded with messages telling them to embrace social media and online advertising. This makes perfect sense. The best prospects are online. In fact, according to a 2012 Pew Research study on consumer internet use:

- ▶ 90% of men and 92% of women will seek information using a search engine
- ▶ 52% of consumers age 50 and over used a search engine in the last 24 hours
- ▶ 95% of households with income exceeding \$75,000 use search engines

Google continues to be the most popular search engine...by a wide margin.

Google continues to dominate the list of most popular search engines. When asked which search engine they rely upon, 83% of consumers indicate Google. The next most cited search engine is Yahoo, mentioned by just 6% of search users.*

“ No advisor's economic future is well served by a website that's a sleep aid. ”

* Source: Pew Research Center's Internet & American Life Project Search Engine Use 2012

Boomers Prefer to Work with Advisors

Financial advisors are aware of the “Boomer” demographic phenomenon.

They know that 10,000 boomers turn age 65 each day. What many independent advisors may not realize is that 74%* of them say they would prefer to work with a “local,” “credible” and “independent” financial advisor.

Why, then, don't you have a line of prospects waiting outside your office door? The simple truth is prospects can't find you. Wealth2k created Social Security Wise™ so that you can be found. Not just found, but also able to impress people once you've been found.

Having the prospect find you is, of course, essential. But what comes next is equally important. The experience prospects encounter when they “land” matters greatly. And this is the signature problem with most financial advisor websites. The content is uninteresting and bland. Frankly, it's boring. And as a result, at least online, the advisor is boring.

“Bottom line, content is everything. If you do not have good content, you are boring. And if you are boring, who will share your content on social networks? Who will search for you?”

“Content is King”

As Bill Gates said, “Content is king.” If you're content isn't good, your online image is actually damaged. Typical financial advisor websites feature content that is both uninspiring and unemotional. At Wealth2k we refer to such websites as *online sedatives*. No advisor's economic future is well served by a website that's a sleep aid.

- ▶ “Content makes your business shine over Internet.”
- ▶ “Content originality must not be ignored.”
- ▶ “High quality, original content will help you to reach out to those people who want to gain knowledge.”

Source: www.visual.ly

Your Biggest ROI

3 out of 4 middle market and semi-affluent households actually prefer to work with an independent financial advisor. So, if you get your online experience right, you stand to acquire new clients. Given the low cost of licensing Social Security Wise™, and considering the importance of the income planning business opportunity to your future success, attracting even one new client with Social Security Wise™ will provide you a stratospheric ROI.

Social Security Wise™ isn't an ordinary business investment. Rather, it's a strategic investment with long-range, positive implications for your future business success.

* Source: “Is there Magic in the Middle Market?” LIMRA, 2009

Compliantly Marketing Online

There is little disagreement over the power of the internet as a marketing tool. The compliance aspects, however, can be wide-ranging. This is why Wealth2k has simplified the process of launching a Google AdWords campaign into a manageable and executable program. It's also why Social Security Wise™ content is FINRA-reviewed.

Wealth2k has compiled and tested a list of “Key Words” and Google Ad's that you can have reviewed by your compliance department in advance of launching an online marketing campaign. Wealth2k's testing in five States- Arizona, Florida, California- and three major cities, Denver, Boston and Tampa, has shown that, for as little as fifty cents a click, financial advisors can use AdWords to begin to drive internet traffic to their personal Social Security Wise Learning Center websites.

Provide Benefits to Prospects, and Yourself

As an up-scale, and impressive online destination, Social Security Wise™ offers significant consumer marketing and image-improving capabilities that will:

- ▶ Enhance your image and credibility as a retirement income expert
- ▶ Help you compete online against big brands
- ▶ Add credibility for consumers looking to research planner options online
- ▶ Improve any prospecting strategy you currently use

About Wealth2k's Google AdWords Campaign Testing

The results of Wealth2k's AdWords testing may provide you a good starting point for launching your own online marketing campaign. Wealth2k compiled and tested 8 distinct ads. After testing, Wealth2k found that **FOUR OF THE ADS GENERATED THE GREATEST NUMBER OF LEADS**. These four ads are shown below:

More Income in Retirement

Learn the moves you can make to maximize SS income in retirement

Social Security Secrets

Learn how to maximize your SS income in retirement

Spousal Social Security

Learn how to increase your SS income \$50k-\$100k or more

Maximize Social Security

New movie shows how you can increase SS income in retirement

About Keywords

Google defines keywords this way:

Keywords are words or phrases you choose to match your ads with corresponding user search terms and relevant web content on the Google Network. Selecting high quality, relevant keywords for your advertising campaign can help you reach the customers you want, when you want

Wealth2k tested over 250 keywords in its AdWords campaigns in order to identify the highest quality and most relevant search terms. To help jumpstart your own online marketing campaign, we are providing the **TOP 100 KEYWORDS** to subscribers of Social Security Wise™.

Top 100 Keywords

social security	social security payment	social security calculator	how to claim social security
about social security	social security retirement	social security surviving spouse	Spousal Benefits
social security benefits	social security questions	benefits	social security
ssa.gov	social security spouse	social security spouse benefit	ss death index
my social security benefits	social security retirement	social security at age 62	collecting social security
social security maximum	ages	age for social security	social security help
socialsecurity.gov	social security benefit	social security and benefits	social security eligibility
spouse social security	social security retirement age	social security info	social security payments
Widow benefits	social security death benefits	social security check	ss benefits
spousal social security	social security rules	widows benefits	social security unemployment
on social security	social security survivor	ssi payments	receiving social security
spousal social security benefits	benefits	maximum social security benefit	benefits for social security
social security earnings	social security income	how to collect social security	
		social security benefits age	

Tip 1: Begin your campaign using our 4 tested Ads and 100 AdWords. Supplement the Ads and AdWords with your own ideas. Run your campaign for ten days to see which Ads and AdWords pull the best in your area. Delete those Ads and AdWords that are not productive, and reallocate your budget dollars accordingly.

Tip 2: Wealth2k **cannot** setup or consult with you on your AdWords campaigns. However, there are numerous tutorials available about developing AdWords campaigns, including a YouTube channel.

AdWords Online Classroom

<http://www.youtube.com/user/adwordsclassroom>

Google AdWords Help Center

<https://support.google.com/adwords/?hl=en>

A Special Note: AdWords campaigns should not be thought of as your sole approach to prospecting. Wealth2k believes that AdWords work best when they are a part of an overall marketing program for your practice. With Social Security Wise™ you now have one of the most engaging, prospecting websites available. It's important to get as many people to visit as possible. AdWords can be a key tool in attaining that objective.

