

HOW TO MARKET IN B2B FINANCIAL SERVICES



1. INTRODUCTION

You know your **unique selling points**, core messages, calls to action and **success criteria** for your business far better than we ever can so **we aren't going to talk about those things.**

What we are going to cover is **how to achieve a step-change in the effectiveness of your marketing** by simultaneously expanding your reach while also targeting your communications better.



2. THE DREAM VS REALITY?



The dream for every marketer is to get the **right message to the right person at the right time**, but this frequently feels impossible to do.

Too often marketers are reliant on the **same old spreadsheet** or Mailchimp list that has been used for years, or a CRM system that the sales team are **supposed to keep up to date but generally don't**.

This leads to frustration and the feeling that you could be making a much better impact if only you had the **right tools to do your job more effectively**.



3. A BETTER WAY

In most industries the **biggest challenge is to get information on who actually works in it**, which is kind of important if you want to market to them.

Fortunately for anyone working in **UK Financial Services** the Financial Conduct Authority (FCA) are **required by law to make this information publicly available**.



Which means you can market to over **225,000 people** at around **75,000 firms** if you really want to.

We are required by law to make this information publicly available and extracts of the Register can be purchased for a fee.'

www.fca.org.uk/privacy

But that wouldn't be smart because many of these won't be in your target market.

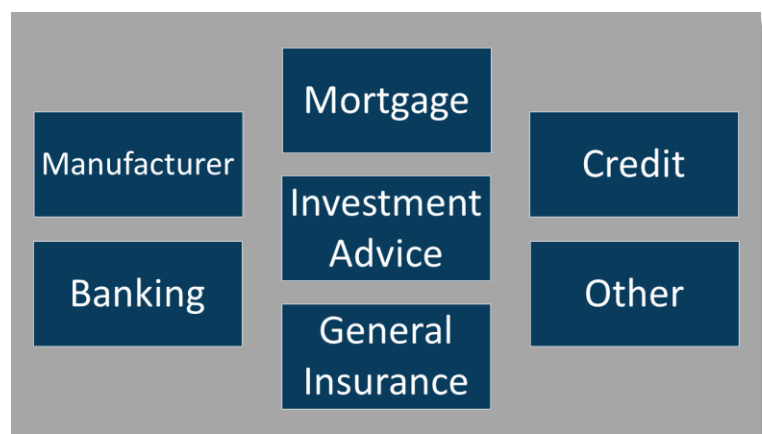
Your target market might be the Investment, Mortgage, General Insurance or Credit sectors, a combination of these or an entirely different cohort.

4. THE RIGHT TYPE OF FIRM

When a firm registers with the FCA they have to say what types of business they want to conduct and the **FCA then gives them appropriate Permissions.**

These Permissions cover a **wide range of activities** such as:

Accepting deposits	Managing investments	Advising (ex Pension Transfers/Opt Outs)	Issuing electronic money	Advising on regulated mortgage contracts
Advising on a home reversion plan	Credit broking	Debt-collecting	Advising on P2P agreements	Administering a benchmark
Issuing Electronic Money	Insurance Distribution	Effecting contracts of insurance	Advising on Pension Transfers/Opt Outs	Underwriting



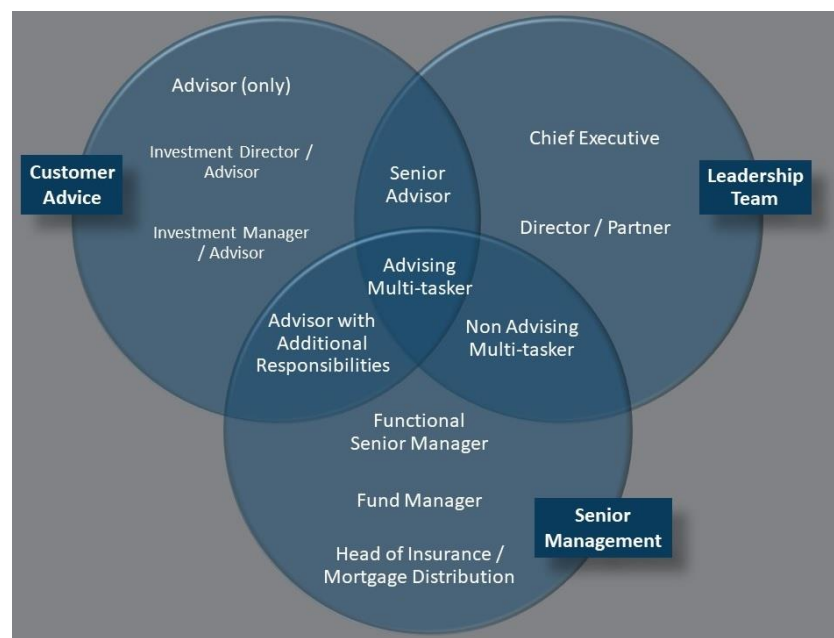
This makes it possible to **create a segmentation model that allows you to contact all the right types** of firms and not waste resource on people in organisations that simply won't be interested in your products/services.

5. THE RIGHT PERSON

In the same way that firms have permissions, **people have designated activities** that they can do within the firm.

There are **nearly 90 different activities** that can be assigned to a person, some of which are shown to the right.

- CPD4 Personal recommendation on retail investments
- CPD20 Advising or arranging regulated mortgage contracts
- SMF3 (AR) Executive Director function
- SMF27 Partner
- SMF1 Chief Executive
- SMF16 Compliance Oversight
- CPD14 Managing investments
- CPD11 Pension transfer specialist
- CPD21 Advising or arranging equity release transactions
- CPD9A Advising on P2P agreements
- CPD7 Personal recommendation on long-term care insurance



This means you can **tailor your communications to give the right content to the right person.**

Some people only do one thing, others cover multiple roles.

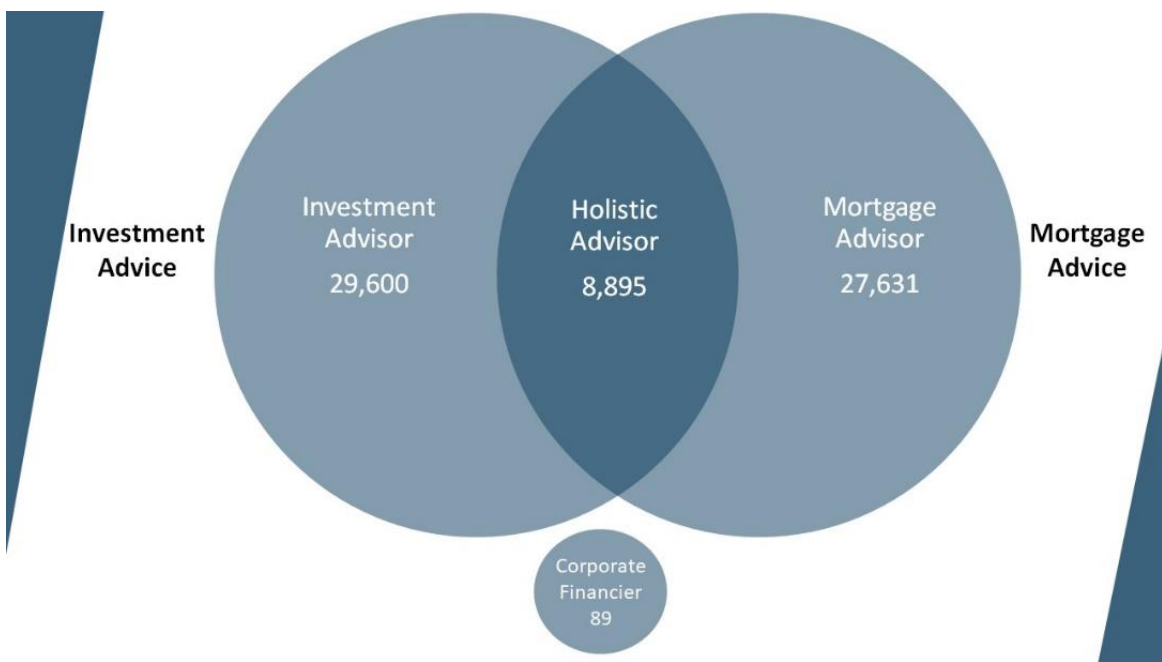
For example, in the classic small advisory firm one person is the CEO, Compliance Officer, Money Laundering Officer and client advisor. This person is at the centre of the Venn-diagram to the left.

6. THE RIGHT TYPE OF ADVISOR

So you know whether someone is an advisor or not, but **what do they advise on?**

An asset manager or pension provider won't want to market to people who can only advise on mortgages and similarly a mortgage lender won't want to market to investment advisors.

If, however, you are a **protection provider you will want to talk to them all.**



Being able to give the right message to the right person is crucial to **avoid creating a negative impression of your business** and the unsubscribes that will inevitably follow.

7. HIGHLY EFFECTIVE COMMUNICATION

Once you've worked out what message you want to convey and who you want to communicate it to, you can now **make your selection**.

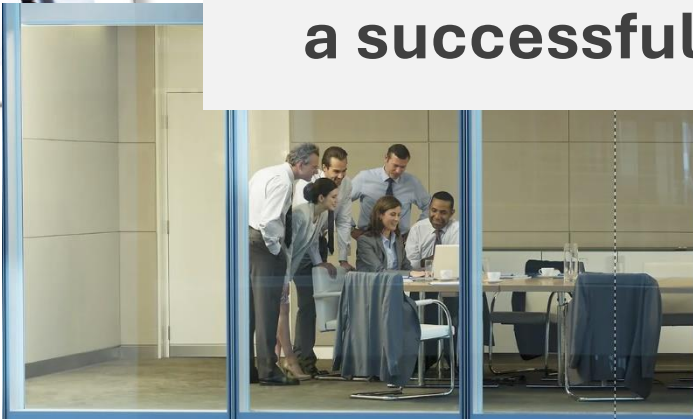
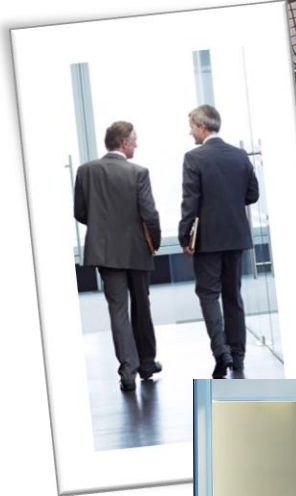
As well as the type of firm and type of individual the FCA data provides a wealth of information that you can also use to make really intelligent selections. **Shade in the grid below to see what slice of data is best for you!**

	Investment Advisory Firms	Mortgage Advisory Firms	Protection Brokers	General Insurance Brokers	Credit Brokers	Fund Managers	Life Co's
Investment Advisors							
Mortgage Advisors							
Directors/Partners							
Compliance Officers							
Long Term Care Advisors							
Chief Executives							
Equity Release Advisors							
People in XYZ Network							
People in firms with more than 10 advisors							
Firms in Scotland, London, or wherever							
People who have been with their firm more than 10 years							
People that used to be in ABC network							
People in firms that have gained authorisation in the last 12 months							
<i>Your own criteria</i>							

8. THE MARKETING LIST



Once you have carried out these steps you will have a carefully curated list of people within your target market to give you the very best chance of conducting a successful marketing campaign.



9. TEAM

If your organisation can't give you the data you need to do your job effectively please talk to us because we can.



ANDY MARSON

Having worked in Financial Services for over 30 years Andy really understands the market.

He has built a suite of market leading products that really help organisations turn 'data led' from a slogan into reality.



GEOFF GREENSMITH

With 40 years' financial services experience, Geoff has comprehensive knowledge of intermediary distribution products and services.

He can help clients get the best from their contact data.



PAMELA DAVEY

Pamela has enjoyed managing relationships for over 25 years.

Through integrity and building trust with clients, she has successfully addressed business problems and delivered and implemented data led solutions.



THANK YOU



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