

Marketing Packages

Grow Your Business

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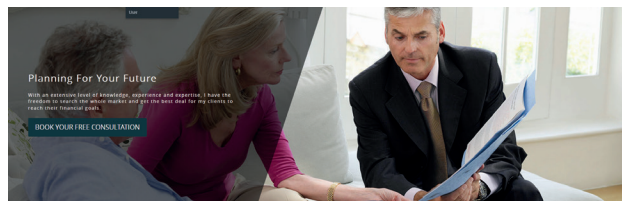


We realise the importance of digital marketing; for both our brand and our advisers. We provide our advisers with a range of digital marketing solutions. All our IFAs have a landing page as part of the TrulyIFA website where customers are able to find them via the 'Find an IFA' search bar on the homepage. Some of the key features include an adviser bio and photo, a single SEO key term, a contact form and adviser specialities. Our range of Added Value Resource packages are listed below:

Personal Website

As an additional option, advisers can have their very own personal website which has everything featured on their TrulyIFA landing page plus a host of extra features and benefits such as:

- Full website with adviser bio and speciality pages.
- Full menu and responsive navigation.
- Multiple SEO key terms for local searches.
- Contact information visible across the website.
- Personalised video on homepage and YouTube.
- Possibility for advertising options.
- Personalised blog articles to share with clients.
- Clients can login to see their investments.



ONLY £500



If you would like your own personal website there is a one-off fee of £500 to pay plus a monthly maintenance fee of £15 (Professional marketing package.) This ensures your website is kept up to date with weekly blog posts and allows you to make changes to the website as and when required. Further Details on the Professional Package can be found below.

Monthly Packages

(Please tick the option below for your preferred monthly package. Please note AdWords spend is not included)

	Professional (£15pm) <input type="checkbox"/>	Enterprise (£30pm) <input type="checkbox"/>
Website management <i>We ensure your website is up to date and running smoothly. Make changes to the website content such as client testimonials and add new pages.</i>	✓	✓
Weekly blog posts <i>Weekly blog posts covering various subjects to help your clients reach their financial goals. These are great for SEO and driving traffic to your website.</i>	✓	✓
eMagazines <i>Drive traffic to your website with our Bi-monthly TIPS magazines. These can be downloaded by anyone and are a great way to improve SEO.</i>	✓	✓
eFact sheets <i>Similar to eMagazine. We post Bi-monthly Fact sheets covering a range of topics useful to potential clients. A great way to improve website traffic.</i>	✓	✓
Website enquires <i>Receive new enquiries. We often receive new enquiries through our website and will distribute the enquiry to the closest available adviser.</i>	✓	✓
Google ads management <i>We set up and manage your campaigns using keywords and targeted locations. *Please note - Costs of spend on Google Ads to be covered by adviser.</i>	✗	✓
Facebook ads management <i>We set up and manage your Facebook campaigns targeting new clients. *Please note - Costs of spend on Facebook ads to be covered by adviser.</i>	✗	✓
Email marketing <i>Using our sophisticated CRM, we can import your clients and send email marketing campaigns to them.</i>	✗	✓

I hereby authorise Truly Independent Ltd to deduct the one off £500 fee and any extra applicable monthly/additional fees from my commission/fee account in payment for my selected marketing package.

Agreement: Adviser Name: Signature: Date:

