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Media Release

Social Media: Where the Affluent Clients Are

Tuesday May 21, 2013. Mr. Claudio O. Pannunzio President and Founder of US based i-Impact Group said in his dealings with USA and Australian financial advisers they shared a common asset of having at least one or more high-net-worth clients in his or her portfolio. A plethora of studies, seminars, books and articles can help advisers implement the most appropriate strategies and tactics to target this highly sought after audience.

However, a May 2012 joint study by Cogent Research *and* LinkedIn revealed that there may be a more cost effective and direct way for advisers to target high-net-worth individuals: social media.

It appears that the use of Twitter, LinkedIn and Facebook by financial advisers is growing at record speed.

The study surveyed a group of more than 600 investors with more than \$100,000 in investible assets, with the intent to establish their perceptions and use of social media.

Claudio Pannunzio shares the following findings from the study during his industry conference workshops and main platform presentations:

- More than 90 percent participate in social media
- Forty-six percent of investors using social media **do not have** a financial adviser
- Sixty-three percent of mass affluent consumers take action after using social media to learn about financial products and services
- Though only 4 percent currently interact with their financial adviser on social media, 52 percent said they would if their adviser used social media
- Sixty-seven percent visit LinkedIn and Facebook on a monthly basis

“Although these findings relate to the USA, the reality is that they make a compelling case for all financial advisers to engage in social media activities,” said Claudio Pannunzio.

During his presentations, Claudio Pannunzio asks advisers to consider LinkedIn with its ‘groups’ and consider utilising this medium in their digital marketing and branding activities. There are thousands of groups and the number of people joining a specific group can range from a handful to several thousand.

“These LinkedIn groups, especially those focused on personal finance and investments provide a great opportunity for advisers to reach out to affluent and high-net-worth prospects,” said Claudio Pannunzio.

“By joining these groups, advisers will be able to review members’ profiles and gather key information about their work experience, professional and academic affiliations and hobbies.”

By carefully monitoring the ongoing conversation (s), the prudent financial adviser will be able to pinpoint the hot topics debated by the group. This will allow the adviser to showcase his / her knowledge and expertise by offering the group's members answers to their queries, as well as guidance, ideas and actionable tips.

All of the above will help advisers to build credibility and recognition, and contribute to increase the odds of generating leads within the group(s).

Reflecting on his personal experiences, Claudio Pannunzio added, "At my firm, we often hear from advisers who have become consistent providers of solutions to LinkedIn groups, but have a hard time converting such interactions into leads and eventually clients."

"Although it is not carved in stone that every tip or guidance you provide will turn into a new client, the goal of advisers should be to establish a system of value exchanges with group members, and that will significantly increase the odds of generating leads."

The goal of advisers' interaction cannot be limited to providing information that positions the adviser as a thought leader and articulates their skills and expertise.

The online interaction must focus on empowering LinkedIn contacts and group members to act on the advisers call to action, i.e., signing up for an upcoming seminar, subscribing to a newsletter or downloading articles and/or whitepapers.

Claudio Pannunzio concluded, "Advisers can achieve this by improving their content marketing. The ultimate goal of content marketing is to provide – on a proactive and ongoing basis – information that the target audience finds valuable and that ultimately positions the adviser as a trusted financial services professional."

"Effectual marketing content causes audiences to pause, read and get engaged. This in turn will compel them to act on the adviser's call to action, seek their services, and eventually reward them with their business."

Profile: Claudio O. Pannunzio



Claudio Pannunzio is Founder and President of USA based i-Impact Group Inc and possesses two decades of financial services experience. He has held senior positions and led the currency trading activities of a number of premiere global financial institutions both in Europe and in the U.S. He has also served as Portfolio Manager and Head of the Investment Committee at a European investment firm.

He is the PR and Social Media Expert for Financial Planning Association's Practice Management Center and one of RIA Central's Thought Leaders. He's an active contributor to the blogs of both these organizations and also conducts for them Webcasts on Practice Management issues.

Claudio frequently speaks at industry events and contributes articles to The Journal of Financial Planning, Investment Advisor, Broker Dealer Journal, Research and Advisor Today.

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