



SEMINAR MARKETING TIPS FOR BETTER CUSTOMER ENGAGEMENT

follow these tips to improve your seminar results



EDUCATE EDUCATE EDUCATE

People love to be educated. Unfortunately, many seminars focus on advisor sales over an informed prospect. A sales-focused pitch will turn people away. Educate attendees—the sales will follow.



LONG TERM VISION

Achieving greatness in seminar marketing takes time. You won't see success if you only host a few. Seminar marketing is all about delayed gratification. You'll soon see costs go down, and your client count go up.



ENTICE TO REGISTER

A professionally-designed invitation will get their attention. The great food and excellent location will earn their presence. Combine these three elements to entice your prospects to register for your event. After all, that's half the battle.



TARGET YOUR AUDIENCE

You know your target client better than anyone else. If you have a niche, target those people and showcase your industry authority. The goal is to close more clients, not get the most attendees.



INVITE INFLUENCERS

Not an expert in all financial fields? Consider inviting other speakers that are—such as an estate planner or CPA. It'll result in a comprehensive and rewarding event.

CREATE COMFORT

An interactive environment that's not focused on sales is key. This is where great questions, conversations, and stories will thrive—leading to more relationships (and sales) down the road.



ALWAYS BE TESTING

The best way to improve is to test different variables until you've found a proven, profitable formula. Try altering the invitation's content, target audience, topic, or any other variable until you've struck gold.

CONSTANTLY EVALUATE

Seminar evaluation forms help you get better. Try posing questions about your subject material, communication, expertise, presentation, and if they'd recommend your seminar to others.

