

## MARKETING PLATFORM FINANCIALLY HER™



### HIGHLIGHTS



**30**

Attendees per Night



**15**

Appointments per Night



**\$500k**

Assets per Client

*It's common knowledge that for many investors - both men and women - outliving their retirement assets is their greatest fear. But for women, the risk of not having adequate retirement funds is even greater. Financially Her™ targets the growing independent women sector and helps them develop strategies for creating financial security.*

#### SETTING

Financially Her is successful in both, casual dinners and conference-style venues. Regardless of the venue, women respond well to relaxed environments that provide an avenue to share insight and wisdom.

#### MARKETING

The preferred method to market this event is direct mail. Invitations should be quality, wedding-style mailers. Digital and Radio advertising should only be used as supplemental marketing.

#### CONTENT

Financially Her™ is designed to help women plan for their future. It helps them discover unique financial challenges and addresses the necessary steps toward financial security.

*Women have real wealth that needs managing—and real economic clout.*

*Women are now the majority owners of 38% of the country's businesses, and these firms employ 8% of the nation's private sector workforce.*

## KEY TO SUCCESS

The Concierge Team at **Concierge Marketing** plays an essential role in events targeted towards high net-worth individuals. From the event registration to the post-event follow-up, our skilled staff will connect with each prospect to develop a relationship on your behalf. During this process, our team will handle all of the communication, including emails, letters, and text messages. **This is always done as an extension of your practice, your clients will never know anything about Concierge Marketing.**

## PRICING

<b>Presentation Licensing</b> <i>Licensing is valid for 6 months.</i>	<b>\$1,000</b>
<b>Marketing Cost</b> <i>Minimum marketing for a 2-night event. Pricing includes full Concierge Service. Additional mailers are charged at \$0.80 each.</i>	<b>\$8,500</b>
<b>Supplemental Marketing - Social Media</b> <i>Three-week Social Media campaign.</i>	<b>\$1,250</b>
<b>Supplemental Marketing - Radio</b> <i>Ten 30-second ad spots.</i>	<b>Varies by Market</b>

## LET'S TALK

At **Concierge Marketing** we offer financial professionals true turn-key marketing platforms. We recognize how important comprehensive client-acquisition strategies are to being successful, so we offer everything you'll need to create a remarkable first impression.

Whether it is **marketing, branding, or production**, our talented team members will help you implement the strategy that is right for you. Call us today to schedule your personalized demo.



### CONTACT US

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