

# “How to Market Yourself Online”

Session 1 – creating an effective online  
presence



## Who is Addison Clark Online?

### Company Overview

Addison Clark Online is a full-service online marketing and consulting firm focused on helping our clients make money and extend their brand on the web. From web development and search engine marketing to social media management and business consulting, Addison Clark Online partners with organizations to develop and manage programs that increase traffic, gain market share, grow customer relationships, and generate sales.

### Experience

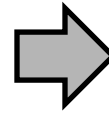
- Combined 30+ years of direct to consumer marketing experience with various Fortune 500 firms
- Financial Services compliance experience
- Clients in all fields including a focus in insurance, financial services, healthcare and retail

## The most important element of marketing is the ability to anticipate consumers' future needs & wants

- **Right Product** – Do you have a quality product or service?
- **Right Person** – Is there demand for your product or service?
- **Right Time** – Can you deliver your product or service to the consumer at the exact time they are looking for it?
- **Right Price** – Does your price point deliver a value that is acceptable to the consumer?
- **Right Location or Channel** – Are you selling your product or service in the place that consumers are looking for it?

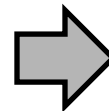
## Understanding shifts in consumer behavior allows for more objective insights about marketing trends

**Yesterday's  
Consumer**



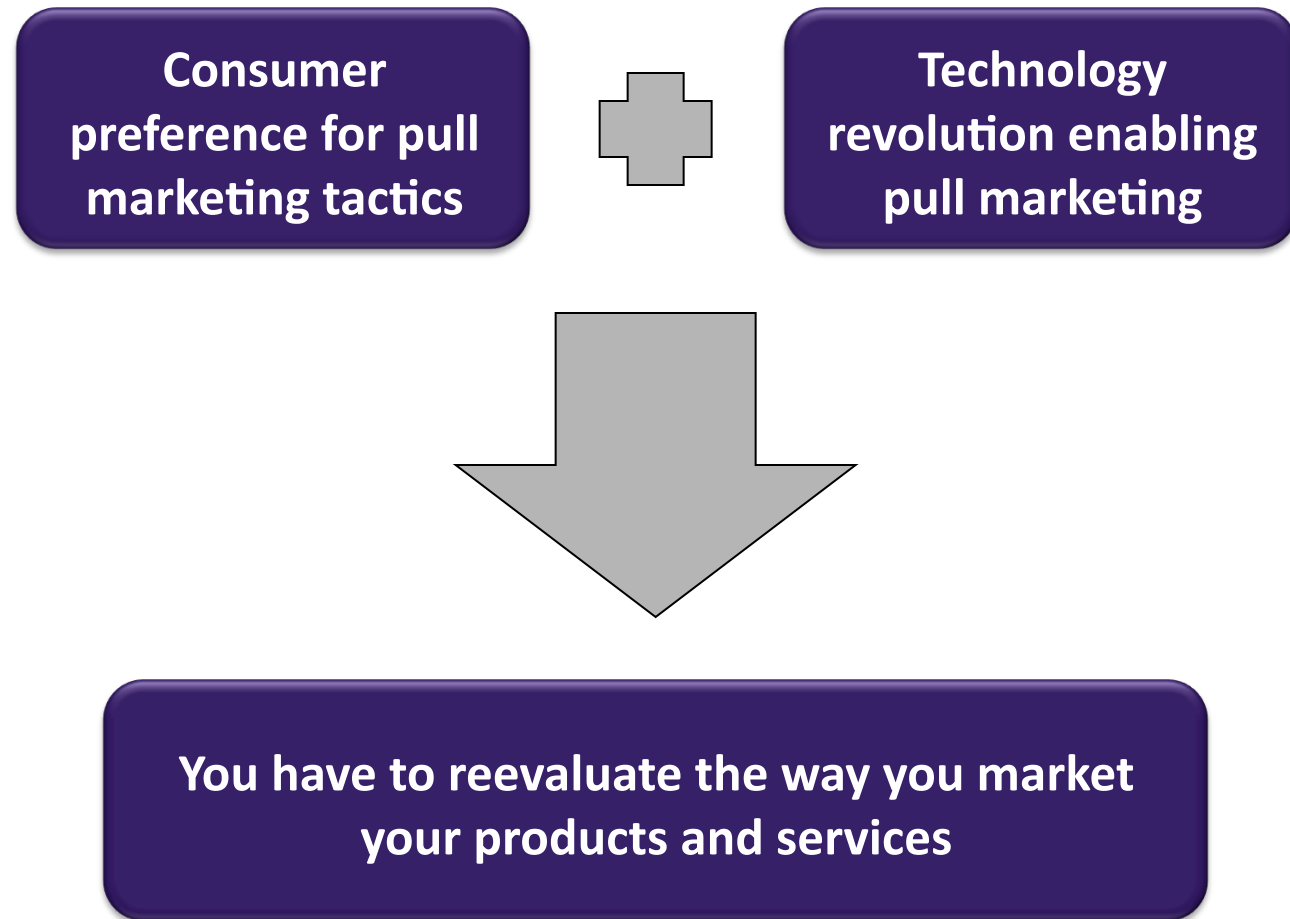
- Limited access to information
- Limited product or service choices
- Unsophisticated understanding of complex or technical issues
- More inherently trusting

**Today's  
Consumer**



- Unprecedented access to information
- Increased choices
- Increased understanding of complex or technical issues
- Less trusting, more discerning society

**Consumer shifts and technology advances have converged to bring about the rise of online marketing**



## What makes an effective online presence?

- Clear
- Current
- Easy to use
- Robust
- Business tool
- Compliant



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**Agent Website Program**



## Program Benefits

- Multiple levels of customization and functionality to serve the needs of all members
- Personalized website presence
- Robust technology platform and secure hosting
- Articulation of services
- Consumer friendly layout
- Weekly traffic reporting and analytics
- Convenient sign-up and administration
- Affordable pricing



SERVICES

- ▶ Life Insurance
- ▶ Fixed & Equity Indexed Annuities
- ▶ Debt Reduction
- ▶ Living Trust

VIDEO MESSAGE



CONTACT INFORMATION

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Welcome to "The Money Movers"! What distinguishes "The Money Movers" from other financial entities? We're glad you asked!



It's our uncompromising commitment to provide our clients with the highest level of quality service. We listen to your concerns ask the right questions and take the time to understand your goals and objectives.

With our broad base of knowledge and solutions, we can guide you through money management strategies for retirement planning, wealth accumulation, and tax reduction strategies for private businesses as well as Individual Investors to ensure that your specific financial needs are met.

**WE HELP YOU IMPLEMENT YOUR RETIREMENT PLANS FOR A SAFE FINANCIAL RETIREMENT.**

Prior to opening business in 1991, Hollins Financial Group (HFG) spent two years researching companies to find the right companies that could provide the right blend of products for our clients using the three step process.

HFG will take the extra effort to place each client's best interest first. Our objective is to offer some of the most superior products and services available based on the old fashioned foundations of integrity, trust, honesty, and God's good will.



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## Option 1: “Introductory” Package

- HBW Branding to include logo, color scheme and link to [www.hbwinc.com](http://www.hbwinc.com)
- Agent specific Information including:
  - Name
  - Contact information
  - Picture
  - Bio/ Description
- Contact form
- Website traffic reporting – monthly
- Social Media links

**Price: \$29 per month**

Visit [www.enroll.hbwfinancial.com](http://www.enroll.hbwfinancial.com) to sign up!



## Option 2: “Services” Package

- All of the Introductory benefits plus:
- Additional “services” pages that can be selected by the agent as applicable to their business:
  - Life Insurance
  - Fixed and Equity Indexed Annuities
  - Mutual Funds and Variable Annuities
  - Investment Advisory Services
  - Debt Reduction
  - Living Trust
- Stock Market Tracker (for Securities Agents)

**Price: \$39 per month**

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## Option 3: “Recruiting” Package

- All of the benefits of the Services Package plus:
- Recruiting link on main navigation and a dedicated “Join our Team” content area
  - Videos
  - Q & A
  - Benefits information

**Price: \$44 per month**

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Thank you...

**1<sup>st</sup> Month Free**

Sign up by the end of June and don't pay until  
July 1<sup>st</sup>!



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