

A photograph of two men in business suits standing in front of a large window. The man on the right is gesturing with his hands while speaking to the man on the left. The background shows a city skyline with a prominent skyscraper. The entire image has a blue color overlay.

RIA LEADGEN ENGINE PLUS™

Comprehensive Digital Marketing Services

## Why the RIA LeadGen Engine Plus™

I would like to take a brief moment to explain why our RIA LeadGen Engine Plus™ program should be a critical part of your growth strategy.

After helping dozens of RIAs see greater success with their marketing, we found that many clients came to us with three major problems:

1. They do not generate enough leads in their business – this is a sign that marketing activities are being done inconsistently, if at all.
2. Not getting the right kind of leads – a sign that marketing strategy is misaligned with business goals.
3. Finding the time to do marketing – a signal that company leaders are being spread too thin.

The RIA LeadGen Engine Plus™ was designed to solve these problems, helping you generate more leads, get the right leads, and save you a lot of time in your marketing.

## What's included in the RIA LeadGen Engine Plus™?

This is a done-for-you lead generation service for RIA's that leverages multiple marketing channels in unison, to create a holistic lead generation campaign.

**LeadGen SEO Engine™** (Search Engine Optimization) – which works to get you found organically. This is a long-term strategy which we run in the background and reap the fruits after much labor. See the FINSYN case study for the amazing results we got for them.

**LeadGen Content Marketing Engine™** – This includes creating a new content that is strategically designed to build trust and authority across the following channels email, Facebook, Personal LinkedIn, Company LinkedIn, Twitter, and Google My Business.

**LeadGen PPC Engine™** – Our team member has over 15 years experience in delivering effective ads to proven sales funnels at the best price in this highly competitive market.

If you would like more detailed information on any of these three engines or how we work, please don't hesitate to ask.

## Investment

The price for RIA LeadGen Engine Plus™ is \$1,750 per month. Payment for the first month of service is due to schedule the project kick-off. The following months' payments are due before the start of service for that month..

DETAILS	PRICE
RIA LeadGen Engine Plus™	\$1,750



**Our Guarantee** – We believe in the value of our services so much that if you're not completely satisfied after the first 30 days, we'll make it right – or we won't charge you for our services, no strings attached.

## About Us

Midstream Marketing is a digital agency that generates predictable leads for independent financial advisory firms. Over the past 10 years, we've spent hundreds of hours applying the LeadGen Formula™, a proven method helping financial advisors generate more leads.



## Client Success Story:

### How we helped:

We first redesigned their website by implementing our proven strategies for conversion that we developed after having worked on hundreds of websites.

Through a proven process of on and off-page SEO strategies and other content marketing strategies over the first year, they placed in the first position of page one for that keyword, and have remained there ever since.

In fact, their competition has repeatedly come to us over the years to try to get us to leave Financial Synergies for their company.

But we have always turned them down because of a principle of loyalty that we have to a client in a given market and region.



“The team at Midstream Marketing have been fantastic to work with. From developing our website to optimizing it for search engines (SEO), they have surpassed our expectations. Before working with Midstream Marketing, we had not had any leads through our website. Now, after a short period of time, we are getting consistent inbound leads from our website and converting a good number of them. In 2016, almost 70% of our leads have come from online traffic. This is unheard of in our industry. This has changed the way we run our business and market our company forever. Thanks Midstream Marketing!”

**Mike Minter, CFP®, CFS®**  
Financial Synergies Shareholder



**MIDSTREAM MARKETING**

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