



2022 EDITORIAL CALENDAR

Keeping you connected
with your prospects,
clients and centers of
influence year-round.

WHAT IS CONTENT MARKETING?

It's a consistent marketing strategy that revolves around the **creation**, **publication** and **distribution** of content that demonstrates to plan sponsors that you are an experienced retirement plan advisor.



NEWSLETTER

Fiduciary Plan Governance
Edition: Q1 2022



PARTICIPANT INFOGRAPHIC

Cybersecurity: Protect Your
Retirement Savings



BLOG ARTICLES

- 1: How to Prepare for a 401(k) Audit
- 2: Do ESGs Fit Into Our Retirement Plan?
- 3: Diversity, Equity and Inclusion and Their Impact on Retirement Plans



VIDEO

Building Turnover Resistant
Benefits



SOCIAL CARD

Measure Plan Success
with Benchmarking



PLAN SPONSOR GUIDE

Guide to Understanding
DOL Audits



BONUS CONTENT

2022 Compliance Calendar

Q1

**Fiduciary
Plan
Governance**



NEWSLETTER

Current Trends + Projections
Edition: Q2 2022



PARTICIPANT INFOGRAPHIC

Tackling Student Loans



BLOG ARTICLES

- 1: Pros and Cons of Guaranteed Income
- 2: How Could Inflation Impact Corporate Retirement Plans?
- 3: Total Rewards Programs Key to Recruiting and Retaining Top Talent



VIDEO

How Does Inflation Impact
Retirement Savings?



SOCIAL CARD

How Can Financial Advisors
Improve Retirement
Outcomes?



PLAN SPONSOR GUIDE

10 Top Employee Total
Rewards Trends



BONUS CONTENT

Lifetime Income Projections
Campaign

Q2

**Current
Trends +
Projections**

Q3

Optimizing Savings Strategies



NEWSLETTER

Optimizing Savings Strategies Edition: Q3 2022



PARTICIPANT INFOGRAPHIC

Rollovers: Where is my 401(k)?



BLOG ARTICLES

- 1: Plan Design Updates: SECURE Act
- 2: Reemerging and Business Planning
- 3: Getting Retirement Savings Back on Track



VIDEO

The Power of Auto Features



SOCIAL CARD

When Was the Last Time You Had a Fiduciary Review?



PLAN SPONSOR GUIDE

Retirement Committee Investment Review Guide



BONUS CONTENT

Confidence in Crisis Campaign

Q4

Adapting to Change



NEWSLETTER

Adapting to Change Edition: Q4 2022



PARTICIPANT INFOGRAPHIC

Building Credit



BLOG ARTICLES

- 1: The Power of Partnership
- 2: Developing a Successful Financial Wellness Program
- 3: Conversions and Transitions: What Can Employers Expect



VIDEO

Benefits of Working With a 401(k) Advisor



SOCIAL CARD

Are You Prepared for Your Annual 401(k) Review?



PLAN SPONSOR GUIDE

Retirement Savings and Tax Deductions for Employers



BONUS CONTENT

2023 Contribution Limits

Be everywhere your plan sponsor prospects are with dynamic content !

NEWSLETTERS

INFOGRAPHICS

EMAIL CAMPAIGNS

SOCIAL MEDIA

BLOG ARTICLES

PRESENTATIONS

VIDEOS

AND MUCH MORE!



📍 501 W Broadway Suite 1070
San Diego, CA 92101
📞 (619) 230-5464
📧 hello@rpmarketingbox.com

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