

# INFLUENCE TO INBOUND

How Content Marketing is the  
New Key to Business Success

## Challenge your marketing to prepare for the next 20 years.

How are you taking advantage of technology advancements to develop and grow your business into the new era?



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### TAKE ADVANTAGE OF TECHNOLOGY ENHANCEMENTS

1. Does your LinkedIn profile have a banner image?

YES

NO

For banners and social media ideas, visit: [www.401k-marketing.com/cetera](http://www.401k-marketing.com/cetera)

2. Does your website have Google Analytics?

YES

NO

To set it up, visit: <https://analytics.google.com>

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## **CONTENT THAT PROMOTES YOUR RETIREMENT PLAN EXPERIENCE**

What type of content marketing are you using to explain your retirement plan services and experience?

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3. Sitting down together, one year from today...

what types of content do you want to produce? And, why?

- Blog Articles  .....
- Direct Mail  .....
- Display Ads  .....
- Email Campaigns  .....
- Magazines  .....
- Newsletters  .....
- Seminars  .....
- Social Media  .....
- Videos  .....
- Voicemails  .....
- Webinars  .....

# WHERE DO YOU WANT TO SEE YOUR BUSINESS GROW IN THE FUTURE?

**3 MONTHS  
FROM NOW**

**1 YEAR  
FROM NOW**

**3 YEARS  
FROM NOW**

PLANTING  
SEEDS  
FOR THE  
DIGITAL  
FUTURE

