

CASE STUDY

# WALDRON PRIVATE WEALTH DIGITAL INBOUND MARKETING CAMPAIGN



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### SITUATION ANALYSIS

Waldron Private Wealth is a financial advisory firm serving a clientele of high-net-worth individuals (HNWI) with, on average, a net worth of \$5 million or more.

WALDRON  
Private Wealth

When engaging prospective clients, the sales cycle tends to be longer than most financial service companies and the target market is relatively small. Communicating the brand's message to the right audience can be costly and difficult, but the pay-off from each new client provides a significant amount of incremental revenue. With organic marketing strategies becoming more ineffective, Waldron tasked its PR and Digital Marketing firm, WordWrite, to grow sales prospects entering the firm's sales cycle, known as the "GAP Process," by increasing the brand's presence online using various paid digital marketing tactics. The 2020 goal was to funnel 15 sales-qualified leads into the GAP Process by utilizing targeted digital media strategies.

### GOALS

**GOAL 1:** Share Waldron's key messages with audiences in new markets, without ignoring core clientele (core market is Pittsburgh, Pa., the firm's home base)

**GOAL 2:** Drive and measure new client leads

**GOAL 3:** Funnel 15 qualified leads into Waldron's GAP Process

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### TARGET AUDIENCE

Waldron Private Wealth's potential pool of clients is very targeted: a relatively small number of HNWI with liquid assets over \$5 million, or business owners that have high potential of becoming a HWNI at the point of sale of their business.

### STRATEGY & TACTICS

We started off by defining Waldron's key customer segments and aligning them with buyer personas that could be tracked in HubSpot. Using Google Surveys, we learned that our target audience was interested in open and honest relationships with their advisor, and from a media perspective, they were highly engaged in online activity.

The different phases of the campaign were discussed via a content generation meeting. The meeting gave us a roadmap of topics for blogs, white papers and summarized infographics to be used for any contact opting-in to the inbound marketing campaign via landing page form submission.



The pendulum continues to swing.

With election season officially "in the books", including the most recent Georgia runoff, we now have certainty on the composition of the two chambers of Congress. The U.S. Senate will be comprised of 50 Republican and 50 Democratic senators, with Vice President-elect Joe Harris casting the tie-breaking vote in situations where a 51st vote is relevant. And while there are still a small number of outstanding races in the House of Representatives, Democrats will hold a majority of those seats by approximately a 10-seat margin (give or take a few seats).

As we have pointed out in previous communications and discussions, our recommendation to clients continues to be control what you can control, and let the noise of what you cannot control fade off into the distance.

Some of the controllable items we have been preparing for and will continue to focus on, include potential change in tax policy and sector rotation within the investment markets. You can expect to hear more from your team on these topics in the weeks and months to come. There will be actions to take as 2021 unfolds and just as important actions to avoid.

Much can change in a year. In January 2020, I don't think anyone would have predicted that a vaccine rollout would be the most important matter of worldwide importance in January 2021. And likewise, there were not many people predicting that in late March of 2020 either. We look forward to another year of focusing our efforts to serve you as best possible.

From our entire team here at Waldron, we wish you all prosperity and health in 2021.



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### EXECUTION

**Step 1:** Brainstormed relevant and engaging topics to be used for content generation

- ⇒ With a better understanding of core customer segments, we held a content generation meeting to discuss the topics and types of content that would be served to individuals moving through Waldron's marketing funnel.

**Step 2:** Designing Waldron's *Entrepreneurial Journey* landing page

- ⇒ The landing page was designed to focus on a book recently written by Waldron's CEO, John Waldron, covering a business owner's *Entrepreneurial Journey* and the phases entrepreneurs find themselves in during the journey.
- ⇒ Users visiting the landing page were invited to take a survey that was the trigger for the inbound marketing campaign workflow.

**Step 3:** Produce *Business Owners* video

- ⇒ To convey his thought leadership and the value of the book, we collaborated with an outside vendor to produce a video featuring John Waldron discussing what led him to write his book.
- ⇒ Users that visited the landing page were encouraged to take the quiz and/or enter their information for the opportunity to be sent a free copy of the book.

**Step 4:** Drive impressions to *Entrepreneurial Journey* landing page

- ⇒ Through paid search, display and social advertising targeting the Pittsburgh region and several other focus areas, we were able to drive hundreds of thousands of impressions to raise the profile of Waldron Private Wealth in the city and surrounding regions.

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### RESULTS

Since the July 2020 launch, the landing page has accounted for 5,866-page views and drove 3,334 new users to the site. Twenty contacts have submitted a form to receive the *Entrepreneurial Journey* book and the campaign, thus far, has generated 36 new marketing-qualified contacts for Waldron.

The digital marketing methods were effective across the board, with the paid search campaign driving most of the page views. At the end of October, WordWrite helped drive 13 sales-qualified leads through to Waldron's GAP Process, and the client was able to secure two new clients due to this campaign alone.

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**36**

NEW MARKETING  
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