

Case Study

The Challenge

A wealth management firm focusing on high-net-worth clients was struggling to get prospects entering its slower-than-normal sales process.

Our Solution

WordWrite developed a campaign using digital marketing tactics, including paid search, display advertising and organic social media, to identify and drive qualified leads into the firm's sales process.

Results

The methods were effective across the board, with the paid search campaign driving thousands of page views and helping secure two new high-net-worth clients.

Filling the Sales Funnel with Inbound Marketing

Waldron Private Wealth is a Mid-Atlantic financial advisory firm serving a clientele of high-net-worth individuals who have, on average, a net worth of \$5 million or more. Considering those significant amounts, Waldron's sales cycle tends to be longer than most financial service companies, and its target market is relatively small.

It adds up to this: Communicating the brand's message effectively can be costly and difficult, but the payoff from each new client provides a significant amount of new revenue.

In 2020, Waldron tasked 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, augmented by more traditional content-driven strategies.

New and Old

Step one was defining Waldron's key customer segments and aligning them with buyer personas that could be tracked in the inbound marketing platform HubSpot, which WordWrite implemented at the firm. We also used Google Surveys to learn more about target audience interests and how they interact with content.

After reviewing the firm's core messaging and considering what we learned in our initial research, we collaborated to generate content ideas and develop a landing page based on CEO John Waldron's new book, which related to the entrepreneurial journey of business owners — a group fitting the profile of Waldron's core client profile. We worked with an outside vendor to produce a video and created a survey to fill out the landing page. We then executed a digital marketing campaign of paid search, display advertising and organic social media to drive the target audience to the landing page.



Funnel Filled

In the latter half of 2020, the landing page accounted for nearly 6,000 page views and drove more than 3,300 new users to the site. Twenty contacts submitted a form to receive the Entrepreneurial Journey book and the campaign 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.

Most importantly, WordWrite helped drive 13 sales-qualified leads through to Waldron's GAP Process, and the firm was able to secure two new high-net-worth clients because of the campaign.

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