

LEADING WITH PLANNING:

Building Client Engagement



A successful client engagement strategy includes continual outreach, communication, and education. Understanding how often to communicate, what topics are relevant, and what methods can provide a foundation for your strategy will help you build stronger relationships.

This guide and the associated resources will help you create client relationships built on trust and transparency, as well as an engagement strategy that keeps your clients motivated throughout the planning process.

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Building Client Communication

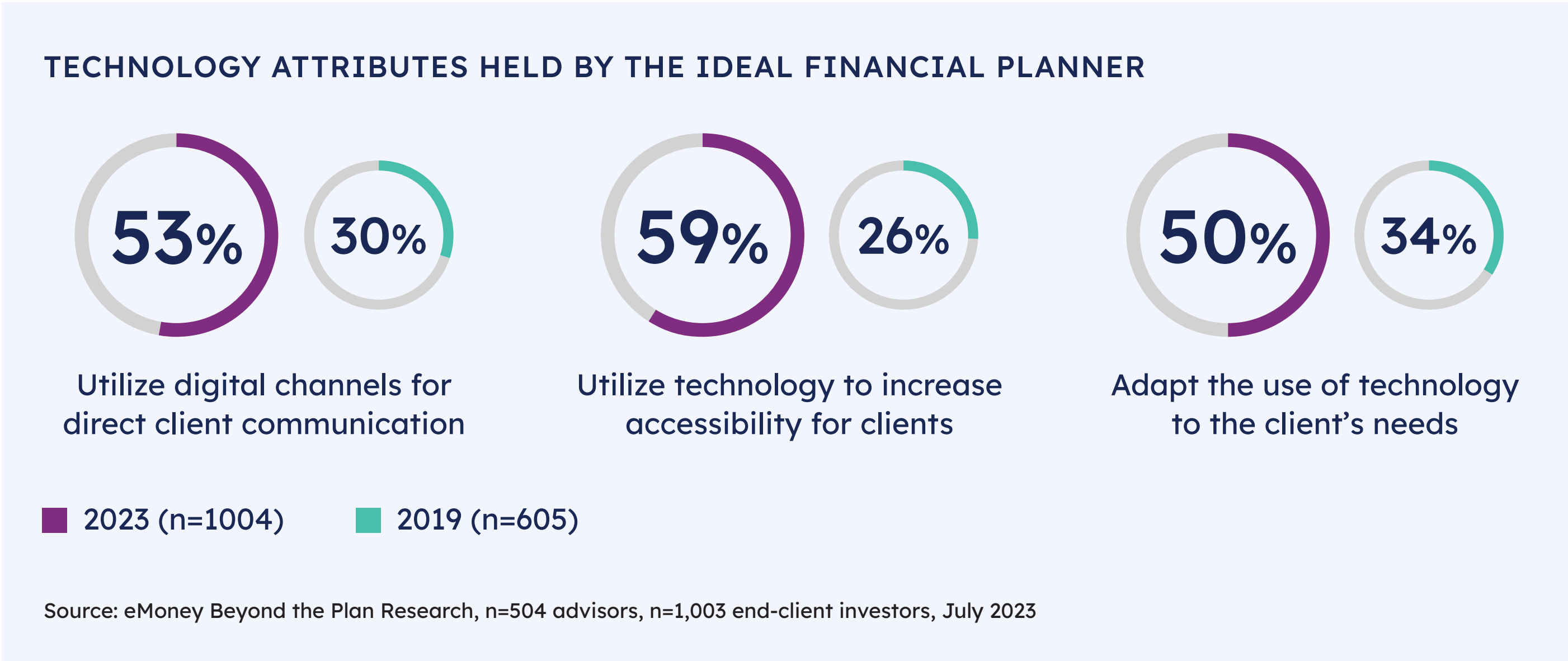
Client communications are an essential part of any firm’s engagement and marketing strategy because they set the stage for an exceptional client experience and—in the long run—help grow your business.

The first step to growing your relationships and keeping your clients engaged is proactively communicating with them on a regular basis.

In fact, research shows that among the attributes investors say should be held by the ideal financial advisor, two of the top three involve using technology to communicate.

A robust client portal is an essential tool for staying connected to clients. Read our blog, *How Client Portals Make Financial Planning More Profitable*, to learn more about communicating and engaging with clients using portal technology.

Read the blog →



Prioritizing Client Education

The process of educating your clients should be a natural part of the relationship. The financial education you offer your clients can ensure they are getting the most out of their financial planning experiences. Improving your clients' financial literacy can improve your relationships as well as differentiate your services.

Learn how to put education at the center of your practice and leverage it for ongoing engagement with your clients by:

- Offering the right information at the right time
- Building a content library of informative articles, videos, and information including original and third-party educational materials
- Strengthening your clients' knowledge on the strategies, timeframes, and products you propose so they understand the risks and rewards

Learn how to promote financial literacy in your practice by reading our blog, *Prioritizing Financial Education in Your Practice*.

Read the blog [→](#)

TOP AREAS CLIENTS SEEK ADVICE

29% Preparing for retirement

27% Improving my overall financial knowledge

25% Smart budgeting / spending habits

21% Developing a comprehensive financial plan

21% Generating income in retirement

18% Building an emergency fund

14% Managing money in a tax efficient way

13% Building a well-constructed financial portfolio

13% Saving for large purchases

12% Financial advice for couples

Source: 88 Million Consumer Research Study, n=1,616, April 2022



Tailoring Your Topics

How do you walk the line between engaging clients with educational materials versus the type of self-promotion that has the opposite effect?

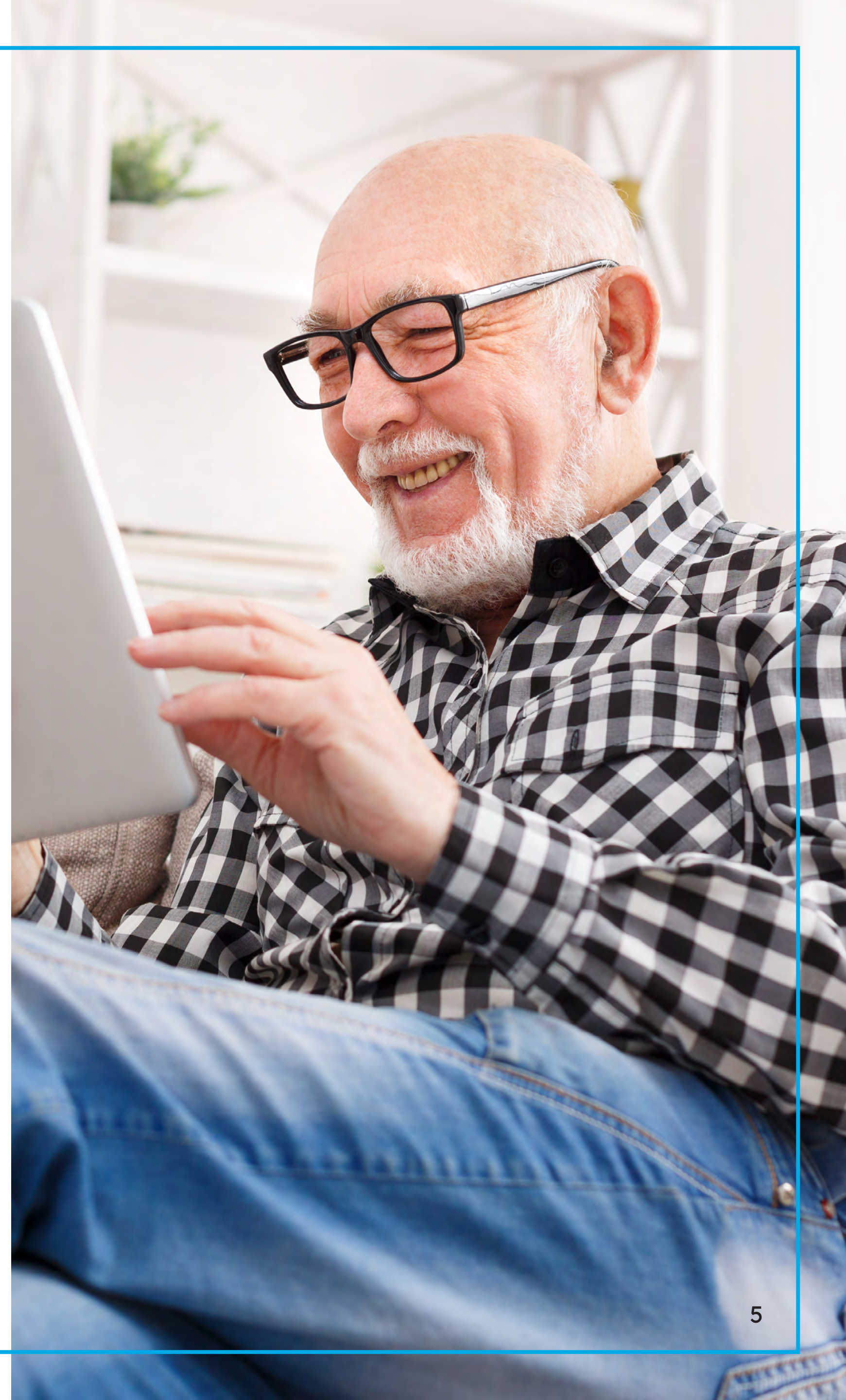
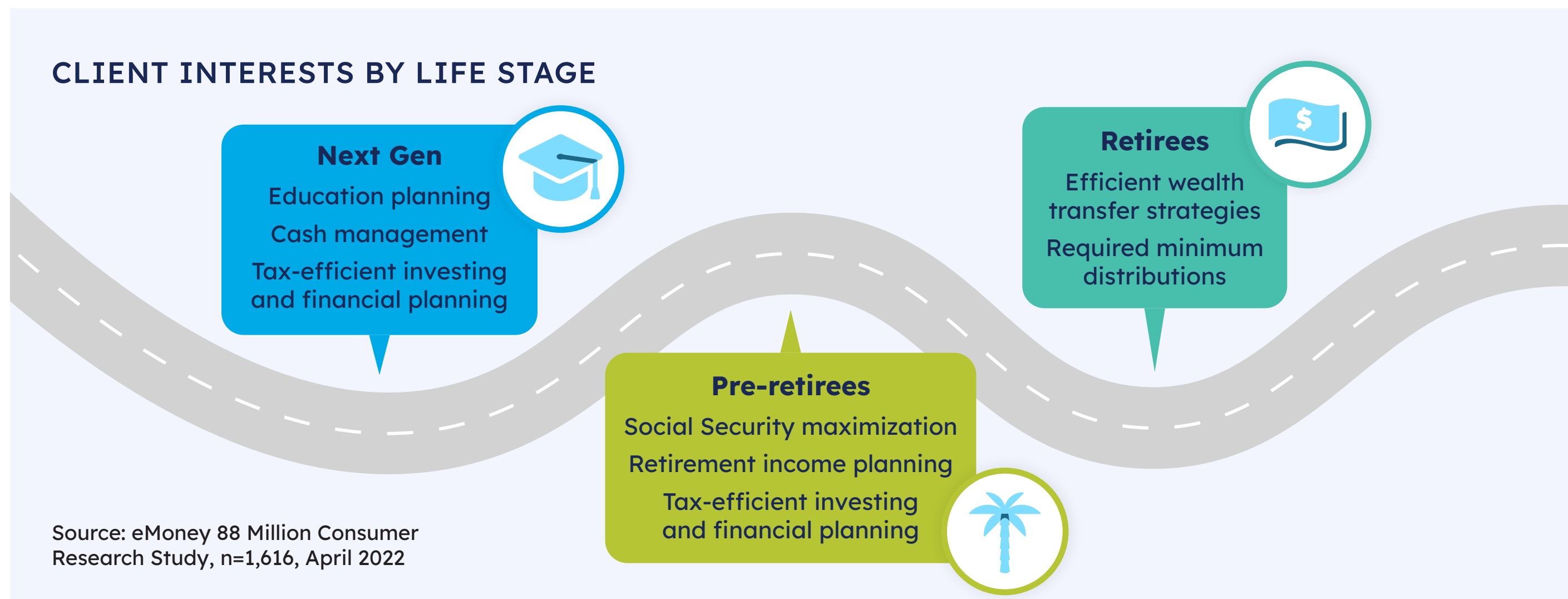
If you can answer the question that every existing and potential client will ask themselves when engaging with your marketing—“What’s in it for me?”—you can get to the root of your clients’ needs and create personalized messaging that not only resonates with your clients but drives engagement and retention.

Personalize your outreach by exploring:

- **Segmentation:** Breaking your overall client list into smaller groups you can market to based on demographic commonalities
- **Customization:** Unique emails, online experiences, and product or service recommendations that automatically incorporate client data points like name, company name, and family member names
- **One-to-one Messaging:** The ultimate form of customization, where your message is targeted to a specific person

Read more about how to drive engagement and retention with the right marketing mix.

Read the blog [→](#)



Engaging and Motivating Clients to Reach Their Goals

The top three challenges advisors state they see from clients all revolve around goals, behaviors, and motivation. This makes getting clients to properly follow through on recommendations essential for positive planning outcomes.

But motivating resistant clients isn't always easy. Money is fraught with emotions and there could be any number of reasons why a client may not be taking your advice on one or more aspects of their plan. Diving into the psychology of motivation can help you understand why a client may be stuck, and what it will take to motivate them to continue pursuing their financial goals.

Read our blog from Derek Hagen, CFP®, CFA, CFT-I™, FBS®, CIPM, *From Client Resistance to Action: The Psychology of Client Motivation*. Derek is a financial psychology expert specializing in the meaning in life and helping clients who feel stuck—his advice on addressing client motivation can help you keep your clients moving in the right direction.

[Read the blog](#) →

TOP CLIENT CHALLENGES



Source: eMoney Leading with Planning Research, May 2022, n=360 advisors



Using Technology to Motivate Clients

The field of financial psychology has much for advisors to learn about motivating clients. But that’s not the only way to motivate clients. Financial technology—potentially technology you’re already using—can be a powerful motivator.

Recent research shows that tech-forward financial advisors—those who use client portals frequently—are seeing far superior client results than those who are tech-averse (not using portals frequently).

The data shows that the biggest difference between the two groups is in client motivation. Sixty-seven percent of clients of tech-forward advisors say their advisor motivates them to achieve their financial goals. Just 31 percent of clients of tech-averse advisors say the same.

Client portal technology proves to be a differentiator in financial planning, and not just in terms of client motivation. Learn all about the value of this technology in our blog, *The Value of a Robust Client Portal in Financial Planning Relationships*.

Read the blog →

PERCENT OF INVESTORS WHO STRONGLY AGREE ABOUT THEIR FINANCIAL ADVISOR...

My financial advisor motivates me to achieve my financial planning goals



■ Tech Forward ■ Tech Averse

Source: eMoney Beyond the Plan Research, n=504 advisors, n=1,003 end-client investors, July 2023



Combine Technology and Psychology to Transform Client Outcomes

Financial advisors that adopt technology and financial psychology see drastically better results in key client outcomes like motivation, trust, loyalty, satisfaction, and number of referrals. **Yet only 17 percent of advisors are adopting both tactics** and realizing these superior results.¹

Read our recent eBook, *The New Value Proposition for Advisors: How Combining Technology and Financial Psychology Transforms Client Outcomes*, to learn:

- How the top 17 percent of advisors see significantly improved client outcomes
- Why Fintech and FinPsych are a powerful combination
- Practical ways to adopt both tactics in your planning practice today

Get the eBook →

See how eMoney can help your discovery and relationship building processes by checking out our advisor solutions.

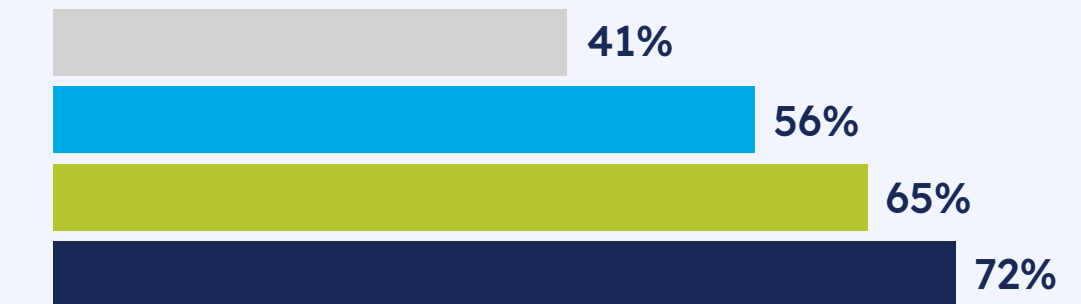
Learn more about advisor solutions →

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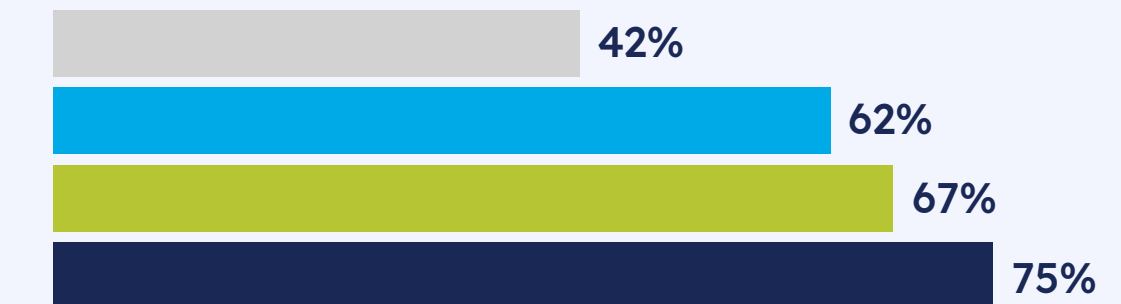
¹ eMoney Beyond the Plan Research, n=504 advisors, n=1,003 end-client investors, July 2023

FINTECH- AND FINPSYCH-FORWARD ADVISORS SEE BEST RESULTS

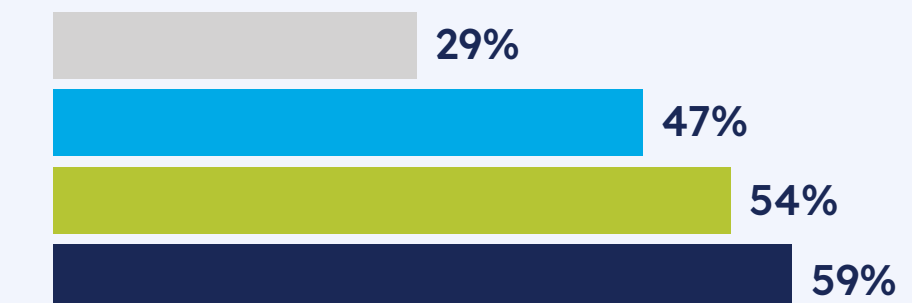
Satisfaction



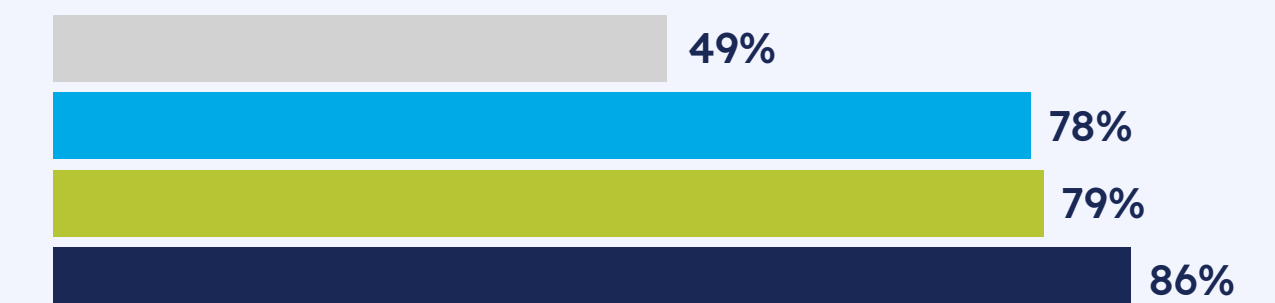
Loyalty



Referrals



Trust



- Neither Tech nor FinPsych forward
- FinPsych forward only
- Tech forward only
- Both Tech and FinPsych forward

Source: eMoney Beyond the Plan Research, n=504 advisors, n=1,003 end-client investors, July 2023