

Digital Distribution™

Module 3 – The Process

What is inbound?

In this video, we're going to explore Inbound as the road map for your sales and marketing process. In a world where your future client is spending more and more time online, searching and researching solutions to their problems, Inbound is the sales and marketing strategy that aligns with this new behavior. Now before we talk about what Inbound is, it's important to start with what Inbound isn't.

First, inbound is not a passive approach, where you sit back and wait for people to come to you – which is often what people think when they hear the word “inbound.” Also, inbound is not the opposite of outbound.

Inbound is an active framework that includes all the tactics and strategies needed to align with the digital buying process of today. That includes tactics, like an outbound call to a prospect. When following an Inbound strategy, that “outbound” dial should be made when the prospect has provided digital signals of their interest in your firm or product. Maybe the prospect downloaded multiple sets of materials from your site over the past week, or maybe they viewed your due diligence room earlier today.

When viewed this way, that outbound dial in under the umbrella of an Inbound Strategy. Now, when we translate inbound for financial services, inbound has 3 phases.

The Engagement Phase

The goal of this phase is to attract [or meet] your future clients digitally and begin an online conversation by demonstrating that you understand their problem or need, that you may have the potential solution, and you offer materials to help educate the prospect with the goal of converting them

into a known lead. Once converted, we call the second phase the due diligence phase.

The Due Diligence Phase

The due diligence phase begins with education. We teach our future clients how to solve their problem, before we engage them with our solution. Once they're educated, we then make it easy for them to evaluate our specific products and services. We help them determine if what we offer is a good fit and a solution to their problem. If you've earned your client's trust, you move into the third and final phase, the inflow phase, where the client invests with you.

The Inflow Phase

At the start of the inflow phase, it's your job to make it easy for your client to invest. Then, your mission is to make sure they have a great client experience – and to retain their assets.

It starts with the basics, including updates on your funds, with in-depth communications in good times and challenging times. Then you move on to thought leadership, insights, and practical tools. Your success in the investment phase may lead to additional allocations or commitments to other funds or strategies you offer.

The greatest success is when the client becomes an advocate for you, and refers like-minded colleagues and additional business to you.

So that's an overview of the Inbound Process, while it may look straightforward, we understand that it isn't easy. Inbound is not a quick fix and designing and implementing the right Inbound strategy for your firm and team will take time but is completely worth the effort. But having the right process and the right strategy is just the first step.

To succeed in a digital world, it's not about strategy alone.

You also need the right technology, what we call the Digital Wholesaling Platform.