

The Advisor-Client Communications Framework

BROADCAST

BROADCAST / SCHEDULED

Communication occurs at scheduled intervals and is distributed to many, or all clients and prospects

- Quarterly market perspectives
- Industry thought leadership
- Marketing-cadenced brand amplification

BROADCAST / AD HOC

Communication is initiated due to firm or market events and is sent to all firm stakeholders

- Your firm's response to recent market events
- Changes in firm personnel
- Sharing interesting, topical information

NARROWCAST

NARROWCAST / SCHEDULED

Communication is 1-to-1 or 1-to-few effort and may be employed for key accounts and prospects

- Monthly portfolio updates for high-value clients
- Research related to concentrated positions
- Congratulations for life events

NARROWCAST / AD HOC

Communication is sent to 1-to-1 or 1-to-few, often at important times in the advisor-client/prospect relationship

- Planning an asset-allocation shift prior to retirement
- Prospect proposals
- Responses to client inquiries

SCHEDULED

AD HOC