



# THE MARKETING MIX

November 2023

Seasonal themes  
& topics to help

**AMPLIFY YOUR  
MARKETING  
RESULTS**

*Look inside for more tips!*

**Cold to Gold Framework | Social Media Prompts | Monthly Calendar | and more!**



Achieve better results with a

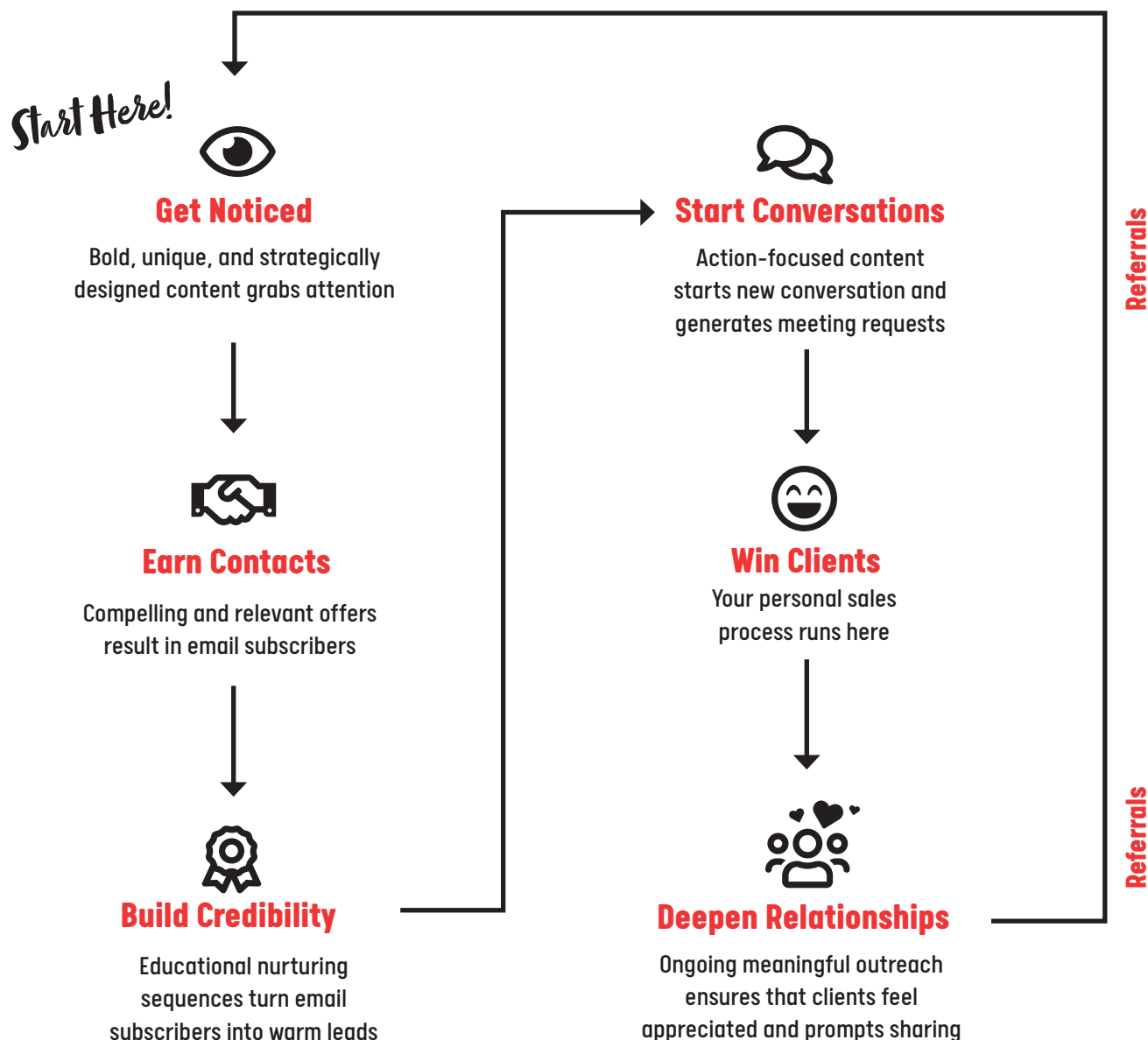
# COMPLETE STRATEGY

*The Cold to Gold framework*

The **Cold to Gold Framework** is our proven strategy to help you take your prospects and turn them into clients.

The campaigns in this Marketing Mix fit into various positions within the framework to help you create a robust marketing experience for your clients and prospects.

Match up the icons below to the campaigns within the mix!



# 4 CAMPAIGNS

to *jumpstart* the month

With such robust content to sift through every month, we'd like to give you our top picks.

In November, focus on gratitude to gear up for Thanksgiving. But if you've launched these campaigns before, follow the monthly calendar on page 7 for more suggestions!

*Just a little reminder ;)*



**Get Noticed**



**Earn Contacts**



**Build Credibility**



**Start Conversations**



**Win Clients**



**Deepen Relationships**



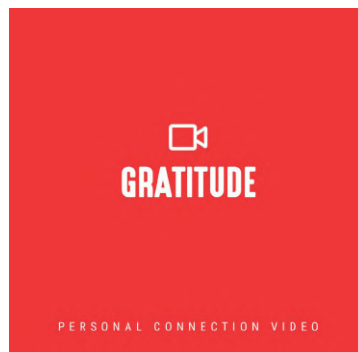
**How Simple Gratitude Practices Can Make Life Better**

Visual Insights Newsletter



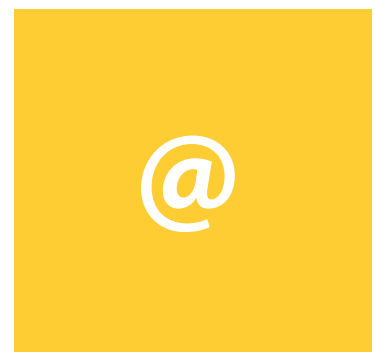
**Medicare Annual Enrollment Prospecting Email**

Single Email



**Gratitude**

Personal Connection Video



**Timely Emails**



# Be a reassuring presence for **RECESSION WORRIES**

## Your Recession Anxiety Playbook

A recession is looming and anxiety is high. Historically, this the most important time for advisors to ramp up client (and prospect communications). **Soothe your clients' nerves and reinforce the value of your advice.** Our timely communications are designed to give you a meaningful response to uncertainty in just minutes.



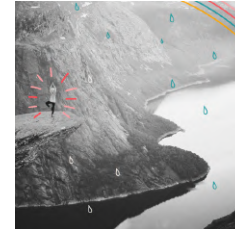
**Inflation True/False Quiz**  
Visual Insights Newsletter



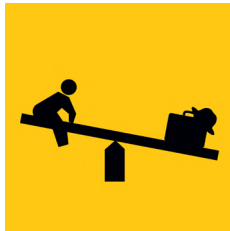
**Burnout & Willpower Gap**  
Visual Insight Newsletter



**How to Weather  
a Recession**  
Visual Insights Newsletter



**Silver Linings of  
Uncertainty**  
Visual Insights Newsletter



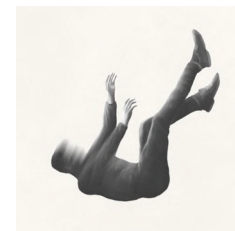
**Retirement Income  
Teeter-Totter**  
Lead Generation Campaign



**Recession Investing**  
Lead Generation Campaign



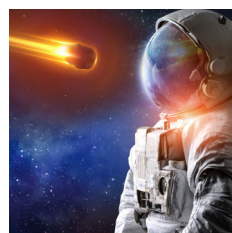
**Investment Recovery**  
Lead Generation Campaign



**Retire Confidently  
in a Crash**  
Lead Generation Campaign



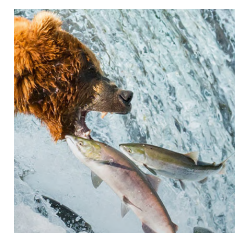
**Recession Survival  
Strategies**  
Lead Generation Campaign



**Recession Investing**  
Prospect Engagement



**Investment Recovery**  
Prospect Engagement



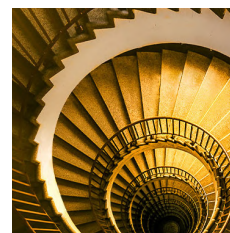
**Bear Market  
Perspective**  
Personal Connection Video



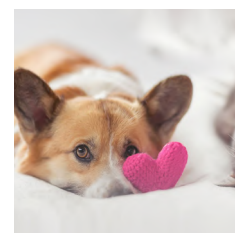
**The End of the World**  
Personal Connection Video



**The Power in Uncertainty**  
Personal Connection Video



**Recession Worries?**  
Personal Connection Video



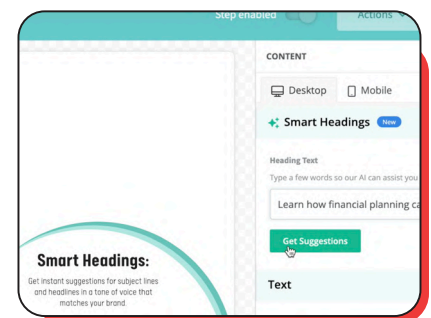
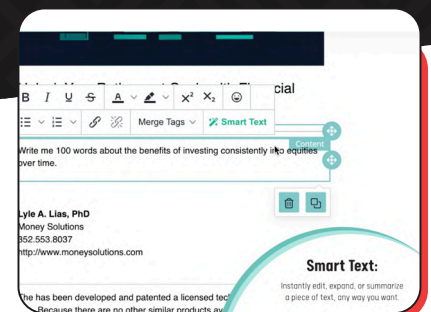
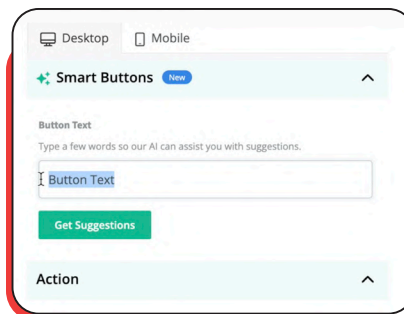
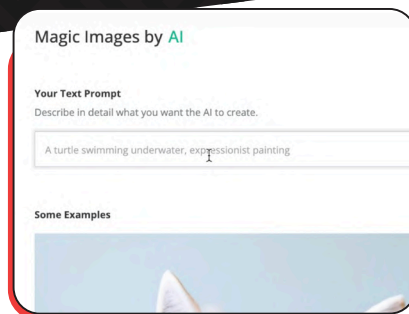
**It's Going to Be OK**  
Timely Email

Have you tried...

# OUR AI-POWERED EMAIL BUILDER?

Go from idea to finished email in minutes.

This AI tool will help speed up your content creation time. You can describe any message or images you want to create and it's generated instantly. In less than 10 minutes, you can have a branded and personalized email that's ready to deploy, letting your clients and prospects know that they matter most.



Give it a try! Head to the library and select **'AI-Powered Email Builder'** to get started.

# GET SOCIAL!

**Marketing doesn't start and end with automation.** Personal posts are still critical to building those connections.

**To do:** **Fill in the blanks to help you get started with a social media post.** Post alongside a picture of your office, a selfie of you in your favorite spot, or an image that invokes inspiration (think sunset, beach, etc.)

## Social Media Prompts of the Month:

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### Post on - Small Business Saturday - Nov. 25

**Prompt #1:** I'll be supporting local shops in [LOCATION] this Saturday. Tag your favorite local biz that deserves support!

**Prompt #2:** Small businesses are the heartbeat of our community. Where's your go-to locally owned spot?

**Prompt #3:** Be sure to shop small this Saturday and support our local entrepreneurs! What hidden gem store do you love?

## Post Pairings

**Find an accompanying stock image or personal photo to go along with these social post ideas! Want to level-up? Drop a video and send a personal message instead.**

- National Authors Day - Nov 1
- World Kindness Day - Nov 14
- Thanksgiving - Nov 23
- Small Business Saturday - Nov 25



# NOVEMBER MARKETING CALENDAR

Monday	Tuesday	Wednesday	Thursday	Friday
30	31	1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	