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TOP 10 REASONS FOR FINANCIAL ADVISORS TO USE LINKEDIN

With a business fueled by networking, advisors are integrating *LinkedIn* as a core element of their marketing efforts. Contributing to this preference are unique features and tools that effectively complement and amplify advisors' traditional efforts to grow their book of business.

1 Prospecting
Leverage your extended network to identify prospects, improve the effectiveness of their referrals, request introductions, and identify centers of influence

2 High-value leads
High net worth investors seeking financial help and mining for expert advice from digital sources has become the new normal

3 Cultivating leads
Build connections with prospective clients by requesting introductions, communicating with new leads, and using search tools to qualify potential clients

4 Building relationships
Enhance current client relations by posting market news and industry information, following companies, communicating directly with clients, and participating in group discussions

5 Showcasing expertise
Connect with thought leaders and demonstrate expertise in discussion forums and industry groups while sharing your credentials and differentiating your business

6 Knowledge sharing
Post thought leadership, industry updates, and educational strategies to nurture trust with clients and prospects, and position yourself as a valued, relevant resource

7 Professional brand
Building and enhancing your personal brand strengthens trust and loyalty, solidifies credibility, and improves the effectiveness of your referral network

8 Client centralization
Consolidate existing and potential client contacts for a cost-effective way to leverage the information via keyword searches and common connections

9 Increased adoption
From Compliance's increased comfort level with the platform, to a rising active target audience, to an improved understanding of *LinkedIn* features, the platform is more effective than ever

10 Sales navigator
Quickly deliver the most relevant prospects via search filters, decision maker relevance, advanced access to member data, and sales triggers

Please be sure to check with your firm's Compliance department before engaging with any of these client-facing activities.

Source: *LinkedIn*, May 2017.

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* As of March 31, 2017.

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