



TRULY
INDEPENDENT

Financial Advice for Everyone

ADVISER MARKETING PACKAGE


Helping to promote
you and your brand



Truly IFA Digital Marketing Package

At Truly Independent we realise the importance of digital marketing. Not only for our brand, but for our advisers as well. Customers expect companies to be visible online and we want to make sure our brand, and our advisers are as easy to find as possible. We have a range of digital marketing solutions; some of which are included in our generic marketing activities and some which fall into our added value resource packages.

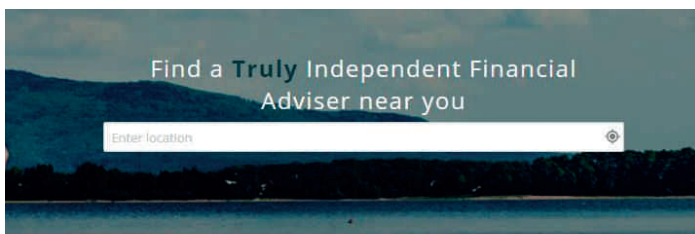
“ Digital Marketing refers to advertising delivered through digital channels such as search engines, websites, social media and email and mobile apps. These channels and methods enable an organization to analyse marketing campaigns and understand what is and isn't working. ”



You get a lot included when you become part of Truly Independent

Truly IFA website

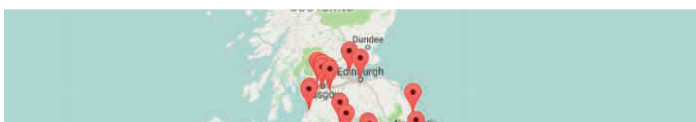
Our client facing website is full of engaging and interactive content about our products and services. It features financial calculators, a regularly updated news section and our 'search for an adviser' tool. As a Truly Independent Financial Adviser you will be automatically added to this section which gives clients the ability to search for an IFA in their location and then contact you or book a consultation.



Our nationwide advisers cover the whole financial services market.

Whether you are seeking to build an investment portfolio or creating a tax-efficient retirement strategy we have the expertise to provide the answer.

Enter your location above to find a Truly Independent Financial Adviser in your area.



Promoting Truly Independent

We realise the importance of promoting our own brand and are active across a range of digital marketing channels. This awareness helps us to create a more trustworthy brand that customers recognize and direct more traffic to our website for increased lead generation for our advisers.

SOCIAL
MEDIA

TIPS
E-MAGAZINE

EMAIL
MARKETING

GOOGLE
ADWORDS

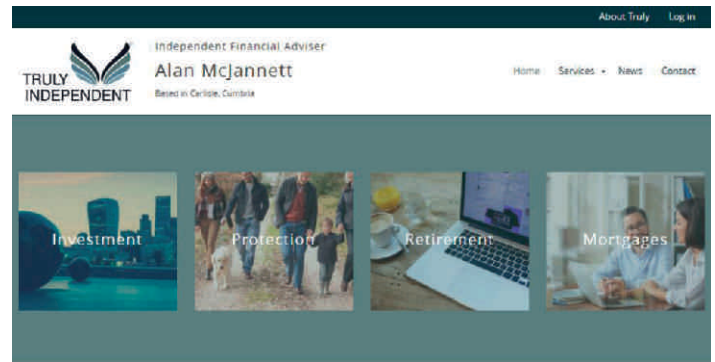
Added Value Resource

We want to offer advisers even more and as part of our Added Value Resource we have several personalised marketing packages available to suit you. Our in-house digital marketing team can help take your business to the next level.

Your own tailored website

As an additional option individual IFAs can have a sub-website of the main Trulyyifa branded website featuring:

- Leading IFA name web address
- Mobile friendly
- Truly branded factsheets, magazines and regularly updated news section
- Your contact information and location
- Your own personal bio, including specialties and photograph
- Website menu with services and much more



IFA in Carlisle Alan McJannett

As previous I have worked in variety of financial services roles embarking on my career in 1993 with United Friendly. In 1997 I made the decision to join CIS (Cooperative Insurance Society) where I won several work-related awards before leaving in 2005 to become an Independent Financial Adviser through the Sesame network.

After a short successful spell, I opted to move into the world of bancassurance after being offered a role with Cumberland Building Society where I acted as an appointed representative for nine years with initially Aviva, and later Legat & General. It was within this period I attained Diploma status as a member of the PFS which I hold along with a number of other industry related qualifications.



Your own tailored video



We can create your very own video to:

- Promote you and the services you provide
- Promote your specialties and experience
- Include your contact information
- You can then share this with clients.

Please note that the 'Added Value Resource' on offer is available at an additional cost. These costs are broken down on the back page.

TIPS Magazine



Our TIPS e-magazine is packed full of financial news, articles, guidance and helpful hints. As well as being able to download a copy of the magazine from the website we are also able to provide printed versions for you to distribute and gain new clients.

We will set up and maintain a Google AdWords account on your behalf. This will allow us to direct traffic directly to your own website and increase leads for you.

We are able to create and send out targeted SMS messages to an audience of your choosing whether this is based on age, location, demographics, interests and more.



Digital Marketing Packages

Our Added Value Resource is available in three different packages for you to choose from:

Professional: Available for a one off £300 cost which will see us create your own website branded in the Truly way

Business: The Professional package + a monthly £30 fee which includes a one off promotional video of your services, 10 TIPS magazines bi-monthly, website management and refreshed content such as news, magazines etc and 15% off stationary orders.

Enterprise: The Business package + a monthly £50 which will also get you a Google AdWords account set up and managed each month, and targeted SMS campaigns.

(costs of spend on Google AdWords and SMS campaigns to be covered by IFA).

More money...

More time...

Less stress...



Truly Independent Ltd™ is Authorised and Regulated by the Financial Conduct Authority.

Company Name: Truly Independent Ltd. Company Reg No: SC367442

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