

## A 360-Degree Approach To Success

An end-to-end solution that creates content, builds brand, and promotes business in today's digital-first world. We use data-driven strategies to turn marketing challenges into opportunities while helping members strengthen their capabilities—either completely or in specific areas you choose.

Our systematic approach leverages digital strategies, high-quality video, and industry professionals to build awareness, generate qualified leads, and deliver measurable results.

### Engage 360 Process



#### Define Strategy & Goals

- **Audience Intelligence:** Identify ideal buyer personas and map their journey
- **5Ps Methodology:** Prepare foundational messaging (Product, People, Performance, Process, and Price)
- **Website Auditing:** Ensure your website is optimally positioned
- **Dedicated Client Partner:** Strategic alignment and relationship stewardship



#### Build Compelling Content

- **Blog Posts:** Educational content designed to establish credibility.
- **Thought Leadership:** High-conversion gated content optimized for lead generation. Includes research, outline, copy, design, publication.
  - (eBook, whitepaper, infographic)
- **Landing Page** – Custom build microsite
- **Targeted Media Exposure:** Exclusive featured interviews



#### Modernized Storytelling

- **FLX Media:** Bring your firm's story to life through highly customized video production by an experienced award-winning team
- **FLX Studio:** Leverage our virtual film studio for cost-effective, on-demand high-quality videos
- **Digital Events:** Host targeted webinars that drives engagement and yields results



#### Maximize Digital Impact

- **Integrated Campaign Activation:** Multi-channel campaign promoting your products
- **Network Spotlights:** Featured placement in FLX's curated Intelligence newsletters
- **Omnichannel Presence:** Automated digital ad placements
- **Social Media Amplification:** Targeted LinkedIn advertising (organic and paid)

## FLX Engage 360 Success Story

*Consistent Engagement. Compelling Content. Confirmed Results.*

A top-tier asset manager partnered with FLX to penetrate the challenging RIA channel after success in the broker-dealer channel. Our comprehensive digital approach delivered impressive results in a market segment previously resistant to traditional wholesaling methods.

620

Contacts became sales-qualified leads (SQLs)

209

Of these contacts resulted in deals created

\$100

Million of new AUM raised in the first year

\$500

Million new AUM raised since inception

## Omni channel marketing presence and year-round advisor engagement.

Leading your target audience through the funnel from awareness to consideration to decision.

Contact us at [SOLUTIONS@FLXNETWORKS.COM](mailto:SOLUTIONS@FLXNETWORKS.COM) to learn more.

# FLX ENGAGE 360

## Packages & Pricing



Deliverables	Basic	Plus	Premier
Relationship Manager	X	X	X
Content Creation			
Content Strategy (includes Buyer Personas)		X	X
5 Ps (Product, People, Performance, Process, Price)	X	X	X
Thought Leadership (eBook, infographic, whitepaper, webinar)	X	X	Up to 2
Feature Article	Up to 2	Up to 2	Up to 2
Factsheet Set Up	X	Up to 2	Up to 2
Factsheet Maintenance	X	Up to 2	Up to 2
Social Media Post	X	Up to 4	Up to 8
Company Video	X	X	X
Product Video		X	Up to 2
FLX Studio		Up to 2	Up to 4
Content Distribution			
Public Marketplace (Microsite) Listing	X	Up to 2	Up to 3
Blog Articles	Up to 2	Up to 4	Up to 6
FLX Newsletter Spotlight	X	Up to 3	Up to 6
Product Marketplace Spotlight	X	Up to 3	Up to 6
Website Audit	X	X	X
Content Promotion			
Thought Leadership Campaign	X	X	Up to 2
Paid Social	X	Up to 2	Up to 3
Programmatic Advertising		X	Up to 3
CE Webinars		X	Up to 2
Schedulers		X	Up to 2
Subscription	Basic	Plus	Premier
	\$75,000	\$150,000	\$250,000

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