How to incorporate resources into your marketing

Your membership in the TAG Network communicates that your business does not stand alone. You are supported by skilled professionals with specialized knowledge ready to step in with specialized services, operational support, even filling in if necessary to expand your capabilities and provide a seamless, uninterrupted experience.

Your unique value proposition takes center stage in your marketing. Promoting your membership in the TAG Network can help provide a broader, more solid foundation.

You might utilize the resources available to you when competing for a larger or more complex client. You can call upon specialized skills for winning larger investment, insurance, or retirement cases.

Membership can help reassure larger clients their well-being working with a boutique, local firm. Whether they have articulated it or not, they are concerned about what will happen to them if anything happens to you. Belonging to a larger organization that is in constant touch with your business that can step in at a moments notice if anything happens to you can help provide significant peace of mind.

Incorporating your membership in the tag network in your messaging can make you more attractive when competing with larger institutions, can raise your profile above other local independent firms, and can help solidify your most significant client relationships.

Pick and choose which resources are most helpful to you. Incorporate them on your website and in your marketing literature. Refer to them in your sales presentations. You can utilize them in the way you determine will help you build your brand most effectively.

- **Add the mark to your website and marketing materials.**
  We have provided a customized medallion you can incorporate in your website, marketing literature, and sales presentations. Simply sign the usage agreement and utilize it according to the terms of the agreement and the usage guidelines.
- **Leverage the strategic partner profiles.**
  Whether it be on the about us on your website or in literature or proposals for specialized services, you can incorporate the profiles of our consultants to promote the skills and credentials that partner with you to deliver financial solutions.
- **Sign and promote a continuity agreement.**
  Reassure your clients that whatever happens to you, they will still be taken care of. Take any concern out of choosing to work with a local independent firm.

Contact us to get your agreement in place and start getting the full benefit of membership in your marketing.

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