



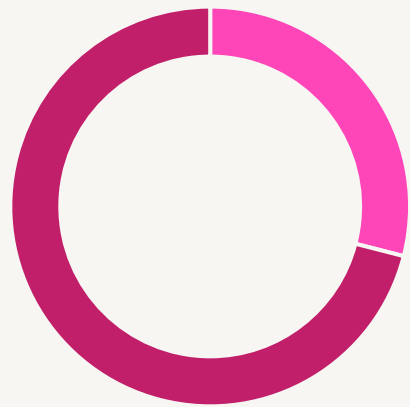
# The NextGen Playbook

BNY | Pershing Advisor Growth Network Momentum Series



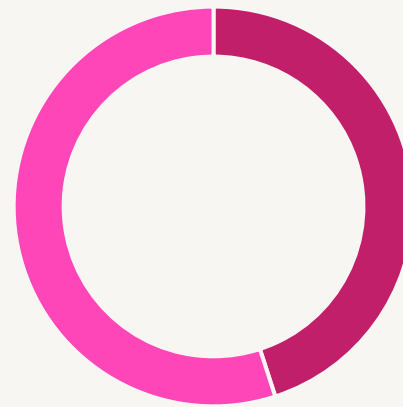
**Meg Carpenter, Ficomm CEO**

# How Consumers Actually Choose Advisors



*Only*  
**29%**

of consumers  
require a personal  
referral to choose  
an advisor

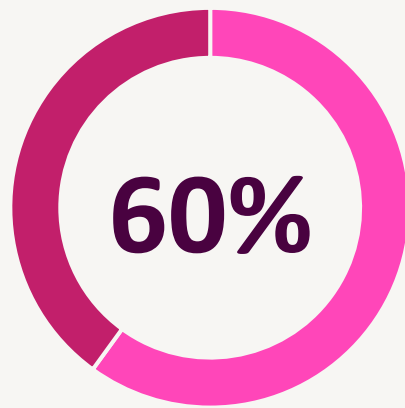


**45%**

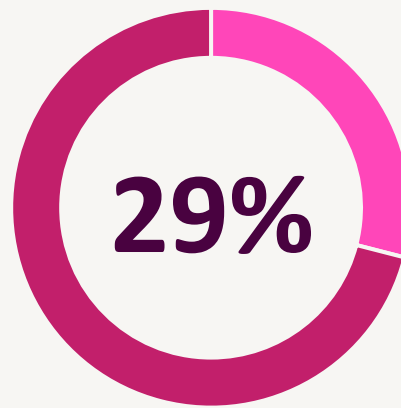
of consumers  
choose an advisor  
based on digital  
marketing

# The Generational Shift

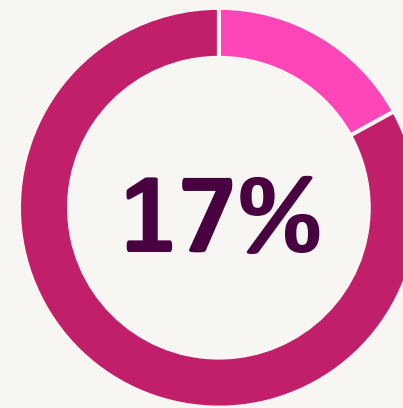
Financial advice buyers that need a referral (by age)



Age 60+



Nearing Retirement



Under 44 Years

# What Advisory Firms Are Actually Doing

**47%**

of firm growth  
comes from  
client referrals

*Only*

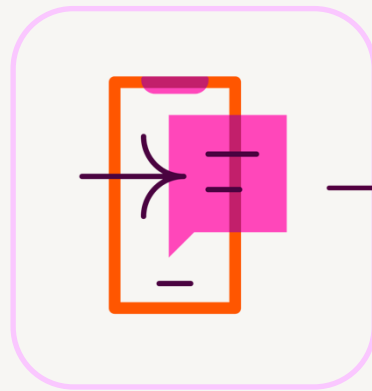
**29%**

from digital  
marketing

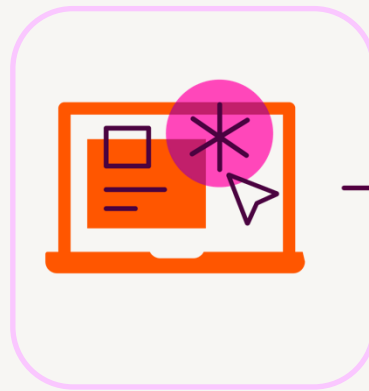
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We're optimizing  
for **yesterday's buyer**

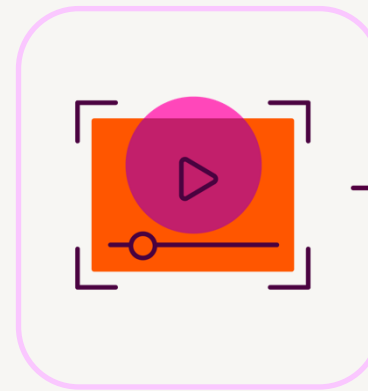
# Why Firms Don't See Digital Working



LinkedIn Post



Blog



YouTube



Referral call

# The Multi-Channel Truth

29% : Referral Only.

18% : I searched Google.

16% : I searched Google reviews.

15% : I visited their website.

13% : I attended a free seminar they conducted.

13% : I searched for "top advisor" lists in my area.

12% : I signed up for their free financial planning software.

11% : I used their financial calculators.

11% : I searched YouTube.

11% : I searched an industry organization website and asked to be connected.

10% : I saw them on social media.

9% : I downloaded a free report from their website.

9% : I clicked on a social media advertisement.

9% : I clicked on a Google advertisement.

9% : I subscribed to their blog.

9% : I received an advertisement in the mail.

9% : I signed up for a webinar they conducted.

8% : I read an article they were quoted in.

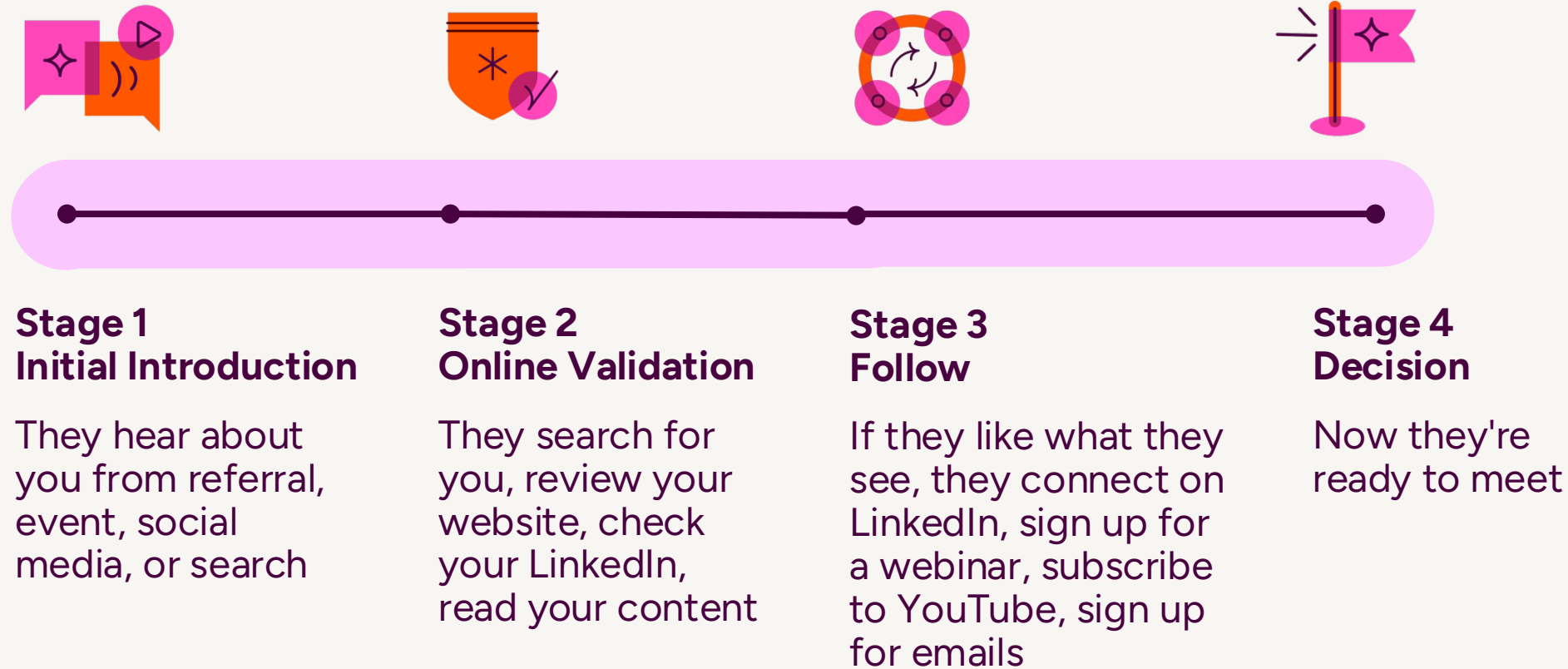
8% : They sponsored a philanthropic event I attended.

8% : I saw an ad in a newspaper or magazine.

7% : I heard an ad on the radio.

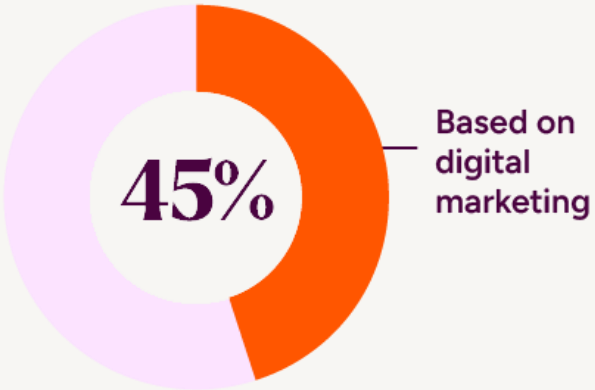
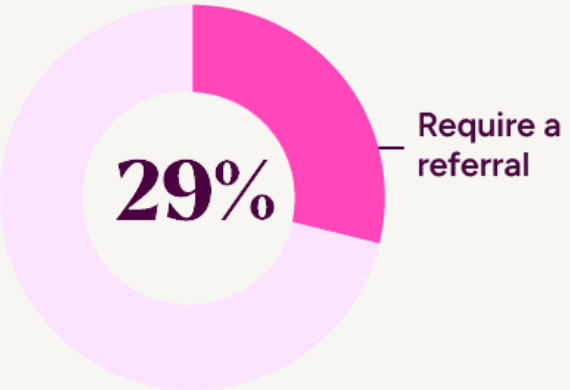
**Touchpoints** Minimum: 2 // Ideal: 5+

# The Modern Buyer Journey

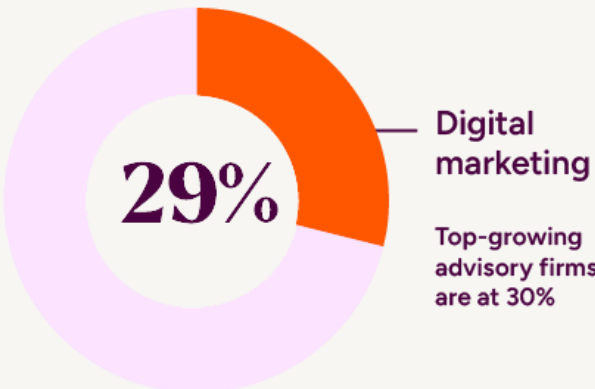


# The Mismatch Visualized

## Consumers Choosing an Advisor



## Advisory Firms Reliant On





# Why this matters now more than ever

- Your prospects have stopped Googling. They have started asking AI.
- AI is making content marketing 100x more important and content effectiveness 100x harder.
- Reviews, testimonials, and third-party validation matter more than ever.
- The firms winning right now are the ones who realized 18 months ago that AI was going to change everything.



# The ground is shifting faster than we realize

From Jessica Malkin, Chief Growth Officer at Cresset Capital:

- **Google performance has dropped:** “For quarter two, we saw 30% decrease in the number of click-throughs on ads on Google.”
- **AI engine leads:** “Almost 50% of our leads in quarter three came in from an AI engine.”
- **Chat GPT leads are qualified and from across the wealth spectrum:** Cresset recently received an \$500 million AUM inbound prospective client from Chat GPT

Subscribe to **Growth Leaders of Wealth Management** to listen to Cresset episode when it airs.

# Do You Know Your Best Client?



# What This Means For You



The digital shift accelerates every single day



Boutique firms can compete with a thoughtful strategy



Your next-gen clients are researching you online before ever reaching out



The window to adapt is now — not five years from now

# Thank You



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