

# TRIFECTA MARKETING STRATEGY

## Lead Generation System

### Reputation Management

Ensuring Your Internet Reputation

#### Annuity.com

We Launch your Searchable Profile "Meet The Agent"  
"Find An Agent " on Annuity.com

#### Invited Author

We Write, Publish, Accredit and Promote Your Authorship

#### Press Release

We Issue Press Releases of Authorship and Notable Credentials

### Database Marketing

Harvesting Leads

#### Website

We Build a Custom Landing Page as the Hub of Your Marketing Activity

#### Dashboard

We Connect You to Your Advisor Resource Center Tracking Your Leads

#### Daily Lead Log

We Track Every Prospect's Activity and Provide a Daily Lead Log Report

### Social Media Lead Strategy

Magnify Your Presense on Social Media

#### Social Media

We Build Your Social Media Strategy and Content Calendar Generating Leads

#### Super Boost

We Expand Your Article Distribution Across Our Advisor Network Generating Leads