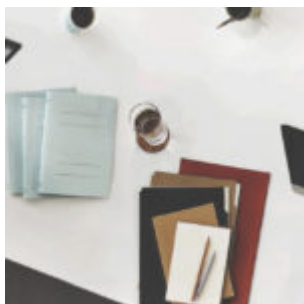


# Stop prospects in their tracks with content that demands attention



The effective end of in-person marketing means advisors need a vibrant digital presence to grow their businesses with new clients. So why aren't more advisors relying on content strategy to win new prospects?

Research shows that 60% of marketers see content marketing as "very important" or "extremely important" to their overall strategy\*. But are financial advisors taking advantage of content marketing to build brand presence and attract prospects?

Orion CMO Kelly Waltrich offers insights and perspective for how financial advisors can create digital marketing content that stops prospects in their tracks and increases leads.

[Click here to read the full article at Digital Wealth News.](#)

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\*"Trends and data: 65+ powerful marketing statistics for ... - ContentGrip."  
<https://www.contentgrip.com/marketing-statistics/>. Accessed 26 Feb. 2021.