

Marketing: It Starts With Your Brand

with Mark Pearson of NEPSIS

on the 

BEST
MARKETING
IDEAS PODCAST

EPISODE 14

BEST TIP FROM THIS EPISODE

“Marketing is an ongoing process. One of the biggest mistakes advisors make is they don’t stick to something long enough to see if it’s going to work.”

– Mark Pearson

CREATING A BRAND FOR YOUR BUSINESS

Mark Pearson is the founder of NEPSIS where he helps others invest with clarity. Establishing a brand for his business has been integral to his success.

Strategy 1: Make Your Brand All-Encompassing for Your Business

“One of the problems that a lot of financial advisors have is they don’t have a brand. Their brand is them individually. If your brand is you, as you retire or pass away, then your brand goes away.”

Strategy 2: Be Able to Speak Your Brand

During his interview, Mark explains why they chose “Invest with Clarity” for NEPSIS’s branding. He goes into the meaning behind the phrase and how everything NEPSIS does follows that branding.

Strategy 3: Get Eyes on Your Branding Message

“It’s all about impressions,” Mark said. The more eyes on your brand, the better. Clients need to be able to see your brand enough that it sticks.

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