

Effective Client Communication in the Digital Age and the Importance of SEO for Financial Advisors

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As financial advisors, clear and effective communication with clients is crucial not only in face-to-face interactions but also online. In a digital-first world, a strong online presence is essential for connecting with existing clients and engaging new prospects. In this session, digital marketing expert Jonny Swift from Impact Communications will demystify Search Engine Optimization (SEO) and demonstrate its critical role in enhancing your digital communication strategy.



This session will provide financial advisors with actionable insights to optimize their online presence and ensure their content reaches the right audience. Swift will cover best practices for crafting an online presence that not only ranks well on Google but also communicates effectively with clients and reinforces trust and authority.

Learning Objectives:

1. Develop compelling online content that effectively communicates your financial expertise and services.
2. Implement keyword optimization to enhance your digital communication and ensure clients find your valuable advice.
3. Translate SEO terminology into practical strategies to strengthen your online client engagement.
4. Use client testimonials and Google Reviews, compliantly, to boost not only visibility and SEO factors but to produce the “wow factor” needed to stand out in today’s noisy digital world

Attendees will take away:

- Techniques to use strategic content to improve search rankings and establish online credibility.
- Expert perspectives from Jonny Swift's 14 years of collaboration with financial advisors, focusing on improving client communication via digital channels.
- Strategies to increase your online authority, thereby enhancing trust and credibility with both clients and search engines.

Attend this session to refine your digital communication strategy, ensuring you maintain effective, clear, and client-centered communication in the digital landscape.

ABOUT JONNY SWIFT

Jonny Swift serves as Vice President of Impact Communications, as well as director of Social/Digital Strategy, where he specializes in online presence, public relations, content creation, and account management. Jonny consults with clients on digital media best practices and online presence; produces videos, podcasts, news releases, bylined articles, copy, marketing collateral, digital advertisements, email newsletters, interactive online tools, and other content; and provides insights based on data analytics. He manages several client relationships through which he and a team of other marketing professionals deliver on clients' strategic goals and business objectives.

Jonny has presented his social and digital media marketing tactics and best practices at the Barron's Top Women Advisors Summit, ACP National Conferences, Morningstar Investment Conferences, the T3 Technology Tools for Today Conference, NAPFA's Midwest Regional Workshop, FPA Chapter Meetings, Bob Veres' Insider's Forum, Advyzon Conference, Advisor Thought Leader Summit, plus is a repeat presenter in the NAPFA Playbook virtual training program. In addition, Swift has delivered a handful of Hub Talks, both in-person and virtually, at the Morningstar Investment Conference via the Social/Digital Hub, created in partnership with Morningstar's experiential marketing and U.S. conference planning team.

In 2015, Jonny graduated with a Master of Science in Predictive Data Analytics with a concentration in Marketing from DePaul University's College of Computing & Digital Media. He moved back to Impact's hometown of Kansas City in late 2016 with his wife, Courtney Swift, RN, BSN, CPN, after marrying that summer in Chicago, where they met and both attended undergrad at Loyola University Chicago. They welcomed their first child, Jameson (Jamie), to the world in October 2020. In his spare time, Jonny enjoys producing electronic music, attending concerts with friends, collecting vinyl records, bowling, golfing, and watching KC Chiefs football and Kansas Jayhawks basketball. He is a Southwest Airlines' frequent flyer and travels whenever possible. Bike rides along the KC riverfront and recreational basketball games keep him fit for the hikes, ski trips, and other outings he enjoys with friends and family members.

Learn more at www.ImpactCommunications.org.