CARES ACT

CARES Act Resource Playbook

Helping you navigate the CARES Act

Today's environment has changed the way we work and the way we connect with others, but it hasn't diminished the need to connect. Especially when it comes to serving your clients, and the work you are doing to help Americans through this time. So although marketing your practice in today's landscape may look a little different, it's still valuable—and LPL is here to help.

The Coronavirus, Aid, Relief, and Economic Security (CARES) Act was recently enacted by Congress to assist businesses and steer the economy in the right direction, and many of your clients may have questions about it. By making your practice a destination for CARES Act guidance, you'll be adding even more value to the services you already provide your clients and their families.

We want to ensure you and your practice feel supported by LPL Financial and that we're doing all we can to help you effectively navigate this uncertainty. That's why we've created our LPL Cares About Helping You Market Your Practice guide.

LPL cares about you and helping you market your practice, and we hope that this guide provides you and your clients with reliable resources in uncertain times.

As a leading provider of support to more than 16,000 financial advisors and nearly 800 financial institutions, who collectively serve more than 5 million American investors, we want you to know that we are all in this together and we're here to help.

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HOW TO MARKET YOUR PRACTICE AND EMPOWER YOUR CLIENTS

During any time of uncertainty or market volatility, your clients likely lean on you more than ever. That not only makes your role—and the services you provide—even more valuable, but it also means there's likely an even greater strain on your time. But marketing your practice doesn't have to be an added demand. It can be as simple as maintaining consistent connections and reminding your clients that you're here for them—but perhaps in a more scalable way. That's where our templates and resources can help.

And with the passage of the CARES Act, you have an opportunity to reach out to those clients who may need that additional guidance on what this assistance could mean for them. The checklist below offers some recommendations on how you can help these clients.

Don't forget about compliance requirements.

If you're just getting started with the CARES Act, we suggest you first read our CARES Act small business toolkit. This guide includes an overview to the CARES Act as well as the dedicated resources for small businesses.

ACTIONABLE CHECKLIST

- ❑ Review your client list.
  - Who is a small business owner?
  - Who can benefit from the CARES Act directly?
- ❑ Check in with your small business owners and see how they are doing. Offer them assistance with their business.
  - Before the conversation ends, ask them if they have additional friends or family who are business owners and need assistance.
  - Share the U.S. Chamber of Commerce website, list of eligible lenders, and additional materials.
- ❑ Review the CARES Act topics and position the correct ones for your client base.
  - After you discuss with your clients their concerns, what they are experiencing or wanting to do, review the topics and details regarding the CARES Act and communicate that information to them.
- ❑ Use the example marketing content calendar.
- ❑ Position yourself as a CARES Act source of guidance. You have all the materials and resources of the CARES Act to better market your practice. Ensure your clients and their friends and family know that information.

EXAMPLE MARKETING CONTENT CALENDAR

Stay connected with the outside world and market your practice, even when you can't hold in-person meetings or host live events. Creating and executing a variety of digital and direct mail marketing pieces allows you to reach across your client base—and prospective clients—and let them know that you and your practice are here for them, no matter what. ***Don't forget about compliance requirements.***

This sample getting started marketing content calendar offers some ideas and next steps you could take to support and grow your practice.

DAYS

01 Update your website with your availability

02 Mail letter to your clients

03 Send email to your clients

04 Record CARES Act overview video

05 Post on social media channels

06 Follow up with another email

07 Record CARES Act action items video

08 Post video on social media channels

09 Post additional social content

LPL CARES ABOUT HELPING YOU MARKET YOUR PRACTICE FAQs

Don't forget about compliance requirements.

Are there additional resources regarding the CARES Act?

- Review the additional materials on LPLCaresAct.com.

Where should I begin when marketing my practice to clients?

- Begin with reviewing the actionable checklist. Once completed, use the sample marketing content calendar.

Why should I incorporate social media into my practice?

- During a time where stay-at-home orders are issued around the country, it's important to remind your clients that you're still here for them. It may also be a time when prospective clients are looking for guidance. Social media is one of the ways to reach many people and stay connected from the safety of your home.

I don't have nice video recording equipment. Can I still record the video script?

- As technology has advanced, the quality of the video on smartphones has increased significantly. Your clients likely won't be as concerned about top-notch video quality, as much as they want to feel like they can connect with you. If you're looking for a better setup, here is a great starter video tripod. Need some inspiration? View LPL's Marketing Consultant Sarah LeBlanc's LinkedIn post and see how the marketing specialists connect while being at home.

MEASURING YOUR SUCCESS

Measuring and evaluating how successful you are as a CARES resource is a great way to guide your future efforts with your next clients.

Ask yourself:
How were your messages received?
Did you connect with your clients?
Was there something you did, but wasn't needed?

MEASURING SUCCESS CHECKLIST

Use this checklist as a guide for gathering insights on your efforts.

- ❑ Study your metrics.
  - Check your social media metrics, email open rates, and website traffic. In addition, maybe the number of incoming help calls decreases and the prospects increased with the marketing you have created.
- ❑ Reach out to your clients.
  - Your clients' feedback is one of the best ways to think about how you might target new prospects.
- ❑ Discuss what went well with your team.
  - What more could you do next time?
- ❑ Examine any problems still existing.
  - What can you do better?
  - How can you improve or do things differently?

INCORPORATING MARKETING SOLUTIONS INTO YOUR PRACTICE

In addition to education and support on marketing tools, resources, and strategies, you might want some help implementing these tactics or creating a strategy for you and your practice.

When you add Marketing Solutions to your practice for a monthly fee, a dedicated marketing specialist will work with you to create a marketing strategy for your practice. Your marketing partner will help you develop your website, client emails, social media posts, and digital advertising campaigns that drive local engagement with your clients and prospects.

Learn more about LPL Marketing Solutions today.

HEAR FROM YOUR PEERS

Below are just a few of the testimonials from your peers who have been leveraging LPL Marketing Solutions throughout this time.

"Thanks for your partnership. I've been making calls to clients to reassure them during this crazy volatility with the markets and the associated coronavirus worries. On a couple of calls, the client said, 'We're doing fine Paul—we've been reading your emails. Don't worry about us!' Wow! It's so nice to have access to digital marketing to connect with so many clients on my topic of choice, so easily and so well."

— Paul Decelles, Paul Decelles Financial Strategies, Newport, Vermont

"Thank you for pivoting our strategy to address the volatility and Coronavirus. There's a lot going on with our clients, so it's nice that I don't have to worry about our marketing efforts."

— Doug Orifice, Arsenal Financial, Watertown, Massachusetts

"This virtual marketing service could not be any more helpful at this point in time! Thank you!

— Edward Charton & Chad Charton, Charton Financial Group, Simi Valley, California

"This digital marketing thing couldn't have come at a better time. It's such a huge help to be able to send out emails and posts multiple times a week while I'm trying to connect with clients over the phone just once."

— Kevin Wells, Wells Financial Group, Indianapolis, Indiana

"Everything that LPL is doing for us during this challenging time and the resources they are providing make me grateful to be part of the largest broker/dealer with access to Marketing Solutions."

— Tom Ammons, Affinity Advantage Financial Solutions, Middletown, New York

WE'RE READY TO HELP YOU

We're here to support you and your business, so you can focus on your relationships with your clients, friends and family.

- Do you have any questions about the CARES Act?
- Do you need additional help beyond these tools and resources?
- What other information could you help you?

We value your opinion and want to hear from you.

- Contact us: CARESAct@lpl.com
- Visit: www.LPLCaresAct.com or www.sba.gov