



# Best Practices Survey – Research Magazine July, 2011

Which of the following branding elements are you using? (Please check all that apply)

*\*answers collected 9/1/11*

Advisors with less than 50 Million AUM		
	Response Percent	Response Count
Business Cards	92.5%	136
Company Letterhead	77.6%	114
Personal Letterhead	40.8%	60
Note Cards	36.1%	53
Proposal Binder	32.0%	47
Gifts (golf towels, letter openers, etc.)	26.5%	39
Postcards	19.0%	28
Website	10.9%	16
Company Facebook Page	8.2%	12
LinkedIn	6.8%	10
Blog	4.8%	7
Brochures	4.1%	6
Book (Self Authored)	2.7%	4
Email Marketing	2.7%	4
Resume	2.0%	3
Newspaper Column	2.0%	3
News Paper Ads	1.4%	2
Radio	1.4%	2
Strategic Partnerships	1.4%	2
<i>answered question</i>		<b>147</b>

Interesting Single Responses: Shirts, Twitter, Hard Plastic Referral Cards, Video Email Newsletter, Social Networking, I'm a partner in a pizza shop (great for client events)

Advisors with more than 50 Million AUM		
	Response Percent	Response Count
Business Cards	97.0%	130
Company Letterhead	80.6%	108
Personal Letterhead	49.3%	66
Note Cards	47.8%	64
Proposal Binder	41.0%	55
Gifts (golf towels, letter openers, etc.)	35.1%	47
Website	16.4%	22
Postcards	13.4%	18
Company Facebook Page	9.7%	13
Book (Self Authored)	5.2%	7
Newsletters	5.2%	7
Blog	4.5%	6
Marketing Brochure	4.5%	6
Client Events	3.7%	5
Sponsorships (Golf Tournaments and Home Showcases)	3.7%	5
E-Mail Marketing	2.2%	3
Linked In	2.2%	3
Newspaper Columns	2.2%	3
<i>answered question</i>		<b>134</b>

Interesting Single Responses: Occasional article in magazine, Public Radio Sponsor, Television Show, Television Commercials, Public Speaking