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nudge

verb: to prod someone gently in order to draw their attention

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MISSION

- Maintain regular communications with clients
- Educate prospects on the benefits of your services
- Build and maintain a high level of awareness with area attorneys, CPAs, and CLUs while illustrating your technical expertise
- Get more qualified leads from non-trust bankers
- Build awareness of your services in the community

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DESCRIPTION

Professionally written marketing content for bank trust and wealth management groups and trust companies. Freshly written articles every month by writers who average more than 20 years of industry experience. Content is organized by topic and audience and delivered monthly. Used to create awareness and referrals through website distribution, social media links, email campaigns, webinar and meeting follow-ups, direct mail newsletters, monthly company-wide updates, and event collateral preparation.

CONTENT TOPICS

- Investments
- Taxes
- Trusts
- Retirement
- Estates
- Charitable Giving
- Community Outreach
- Ask a Trust Officer
- Centers of Influence
- Internal Referral Reminders

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SUGGEST TOPICS FOR ARTICLES

Subscribers are encouraged to suggest topics for articles. Our writers are also available for any custom writing assignments.

GET MORE INFORMATION

Contact us today by phone at 203-377-4996, ext. 100, or by e-mail at info@merrillanderson.com. Visit us at merrillanderson.com.

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COST

Nudge is available on a subscription basis with only one subscriber per marketing area. Cost of a subscription is based on the size of the marketing territory. Subscriptions for separate modules can also be purchased.

WHO WE ARE

The Merrill Anderson Company has been creating financial marketing communications exclusively for bank trust and wealth management groups and trust companies since 1934.



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