

# THE MyCMO DIFFERENCE

## GROW MORE WITH MyCMO

Effective client communications, a strong digital brand, and robust social media presence are no longer nice-to-haves. But, do you have the time or expertise to master these marketing competencies on top of everything else that's on your plate? That's where MyCMO comes in. MyCMO provides solutions to all these challenges and is proven to help increase your revenue. See for yourself...

	 MyCMO SUBSCRIBER	 NON-SUBSCRIBERS*	 THE MyCMO DIFFERENCE
REVENUE	REVENUE YOY GROWTH	REVENUE YOY GROWTH	% DIFFERENCE IN REVENUE GROWTH
> \$1M	8.5%	6.5%	30.4%
\$500k - \$999k	5.8%	3.5%	65.0%
\$250k - \$499k	5.8%	3.6%	58.2%
\$100k - \$249k	17.9%	5.8%	208.2%
< \$100k	25.6%	16.0%	59.6%
AVERAGE	8.4%	5.6%	50.3%

“ I've been working with financial advisors by helping them implement marketing strategies for over 10 years, and MyCMO is the best marketing solution that I've seen. If you're looking for an easy and effective marketing program to invest in, MyCMO is it! ”

“ One of my advisors was doing a test run of MyCMO and, during the first six months of using it, he had 88 new client engagements [...], added \$40,000 in revenue, and \$1,000,000 in advisory business! ”

“ MyCMO transformed my communications with clients. I am now able to send out timely and relevant content through social media as well as email. It is great to leverage the pre-approved materials. I especially love being able to supplement with my own ideas. ”