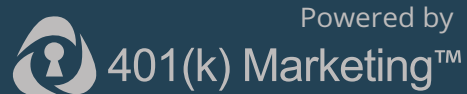


# RETIREMENT PLAN MARKETING



Powered by

401(k) Marketing™

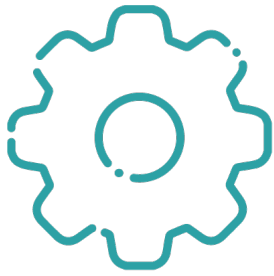
## COMPLIANCE SUBMISSION PROCESS

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By choosing Retirement Plan Marketing (RPM), you have taken the first step in becoming your community's known and trusted advisor. Your new marketing materials have been professionally designed and written to convey your industry knowledge, peak your prospects' interest, and make your compliance team smile.

We believe that compliance review improves the final product. We strive to make your compliance review process simple and effective. Your marketing materials are editable to include your disclosures and requested edits. Simply follow the steps below:

1. CUSTOMIZE
  2. SUBMIT TO COMPLIANCE
  3. MAKE REVISIONS
  4. FINAL SUBMISSION
-

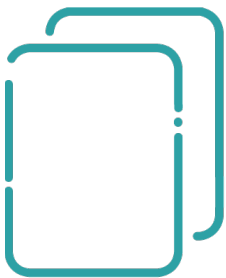


## CUSTOMIZE

Make your new marketing materials YOUR OWN. It's easy!

1. Open editable PDFs using [Adobe Acrobat](#).
2. Click on the Edit PDF tool in the right pane.
3. Customize Company Logo, Contact Information + Disclosures.
4. Save the changes.

If at any point you feel your materials need additional pizzazz, talk to us about our GROW option with Custom Branded RPM!



## SUBMIT TO COMPLIANCE

Here are brief descriptions of each of your marketing pieces and helpful tips for distribution—which may come in handy for compliance submissions.

### QUARTERLY NEWSLETTERS

Quarterly newsletters demonstrate your knowledge within the retirement plan marketplace. The articles can be utilized on multiple marketing mediums. You may choose to publish this piece on social media and/or your website. You may also choose to deliver it to prospects and clients via email or as a printed piece.

- Approximately 1250 words

### INFOGRAPHIC + GUIDE

Information graphic with industry relevant statistics, facts and figures for plan participants and a guide for plan sponsors. We source and cite all information for easy reference. You may choose to publish this piece on social media and/or your website. You may also choose to deliver it to prospects and clients via email or as a printed piece.

- Approximately 2 pages

### DIRECT MAILER

Custom direct mail postcard for plan sponsors and members of retirement plan committees. If you are not interested in sending direct mail, this piece can also be shared on social media or your website.

- Approximately 5.5 x 7.5"

### SOCIAL MEDIA POSTS

Every week, you will receive relevant and topical curated news articles to post via social media. We include a short reason why the listening community should click on the article (ex. Great article about ROTH 401k limits, check it out.) You may choose to post manually or use [Hootsuite™](#) to manage, track, and record posting activities. Ask your compliance team how they prefer to review social media posts.

- Approximately 5 posts per week

### VIDEO

Informative videos will continually deliver education and value to the plan sponsor community. Expertly designed and narrated by our CMO, these videos are great to post on your website and social media platforms.

- Approximately 2:00 minutes

### EMAIL TEMPLATES + FOLLOWUPS

Each piece of content will include email templates and followup templates. Templates should be submitted to compliance with corresponding content.

- Approximately 3 – 4 pages



## MAKE REVISIONS

After review is complete, your compliance team may come back with an edit or comment – that's OK! Simply edit the PDF.

1. Open editable PDFs using [Adobe Acrobat](#).
2. Click on the Edit PDF tool in the right pane.
3. Make revisions.
4. Save the changes.

If at any point you feel your materials need additional pizzazz, talk to us about our GROW option with Custom Branded RPM!



## FINAL SUBMISSION

Once you get the final thumbs up from your compliance team, you are ready to begin sharing your new content with your prospect community! We have provided a step-by-step editorial calendar to help you stay organized and on-track as you promote your business.

Remember: **Marketing is a journey, enjoy the ride!**

## STREAMLINE AND PROFESSIONALIZE YOUR RETIREMENT PLAN MARKETING

### HOW IT WORKS



Retirement Plan Marketing in a Box is a subsidiary of 401k Marketing, LLC. 401k Marketing, LLC is not in the business of providing legal advice with respect to ERISA or any other applicable law. The materials and information do not constitute, and should not be relied upon as, legal advice. The materials are general in nature and intended for informational purposes only.

All content, including any brochures or other materials designed for potential use with plan sponsors, fiduciaries, and plan participants, must be reviewed and approved by the compliance and legal department(s) of the Financial Professional and/or Third Party Administrators firm prior to any use to confirm that they meet the firm's legal and compliance policies and standards. The Financial Professional, Third Party Administrator, and his/her firm are solely responsible for the use of content and any materials included herein, and for ensuring that all services provided by the Financial Professional and Third Party Administrators conform to the firm's legal and compliance policies and standards.

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