

About The Firm

Lana Burkhardt is President of Lana Burkhardt & Associates. She has held a variety of senior marketing and sales management positions throughout the country within the wealth management industry.

Ms. Burkhardt serves on the faculty for Lebanon Valley College MBA Program and Penn State University, teaching Marketing Management, Internet/Social Media Marketing and New Business/Sales Management courses.

Ms. Burkhardt has developed successful marketing and new business strategies for a wide range of companies throughout her career including:

- Chittenden Bank
- People's United Bank
- J. Walter Thompson
- Keystone Financial, Inc.
- Governor Mutual Funds
- Valley Forge Asset Management
- Susquehanna Wealth Strategies
- Martindale Andres Investment Advisors
- Fulton Financial
- Pennsylvania Bankers Assoc.
- Susquehanna Trust & Investment Company
- LeTort Trust Company
- SmithKline Beecham
- Graystone Bank

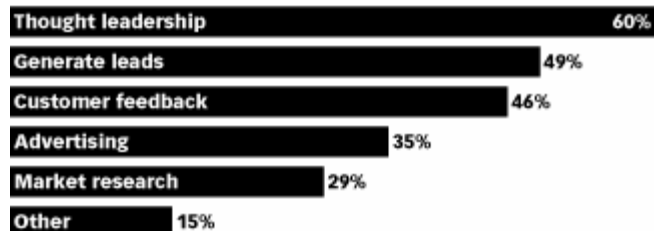
Thought Leadership Providing Advisors a Competitive Advantage

Thought Leadership is creating a company's unique position with its target audience by providing relevant and timely information on issues that impact your clients the most. Your brand as an organization or an individual new business development professional becomes the knowledge and expertise that you share with your target audience rather than a generic brand promise, logo or tagline. This strategy for building a thought leadership position with your audience has proven to be successful over the long term in building strong client loyalty, referred business and an expanded organic growth strategy for the wealth management business.

The sales cycle for wealth management advisors is by nature longer and more complex than most business to consumer sales cycles. As potential clients move through the decision making process of awareness, interest, exploration, commitment and action they seek to research and understand their potential Advisors early on in the sales cycle. In the past, the sales letter or initial new business meeting was generally the first introduction the prospect had to the Advisor. Today, the prospect begins the awareness and research long before the Advisor has an opportunity to engage with them. In order to capitalize on this early exploration phase of the sales cycle, Advisors must build their brand awareness through Thought Leadership by helping prospects understand how they can add value to the relationship long before they meet them in person.

By demonstrating that as trusted Advisors they understand the prospect's concerns and problems, they can engage prospects early on and greatly increase the potential for new business acquisition as they move through the sales cycle. Using a variety of in-person and on-line communications strategies, including selected social media tactics, thought leadership can be built and keep Advisors engaged with their target audiences in a meaningful way. Below is a chart that outlines the highest potential value of Social Networks for new business development. Thought Leadership leads the way in providing the most long-term value to build solid client relationships.

Reasons that US B2B Marketers Use Social Networks, 2009 (% of respondents)



Note: among the 54% of respondents who said they use social media for marketing
Source: BtoB Magazine, "2010 Outlook: Marketing Priorities and Plans Survey Results," November 16, 2009

108696

www.eMarketer.com



Lana Burkhardt
& Associates