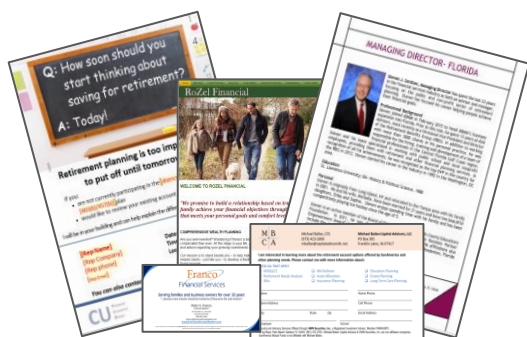


# MARKETING UPDATE

## Secure Single Sign On (SSSO)- Looking for that document?

Need one of our ads for a publication? You will have access to all this and more with our secure Advisor page on the ABMM website. We are building an “advisors only” page that will house our marketing pieces for both ABMM Financial and ABMM Capital. We have made it easy to use as well. The log in and password will

be the same as your log in and password for the GWN site. You will even be able to access GWN’s site directly from the ABMM site and you will not need to re-enter any of your credentials. Logged in to the GWN site? Then you are already logged in on the ABMM site as well. Make sure to check back regularly as we will continuously update the page. The page will be live the week of Oct. 4.



## Marketing Materials and Media- We are building a

library of materials that you can use to enhance your business. First up are flyers to announce your scheduled school visit. These flyers can be obtained from the marketing team or through the SSSO. If you use a DBA, they can be tailored to your business name. We would be happy to create custom flyers or marketing pieces for you. We can also help you with a bio, credibility brochure or website design. [Send us your ideas](#) or contact [Cristina Gallo](#) or [Chris Zingaro](#) for more details.

## Advertising- several ads have been developed for use in print

and electronic publications. Currently, there are three available. The first is a recruiting ad for managers. The second is a general advertisement for the products and services we offer. The third is variable and can be tailored to your specific need (local newspaper, child’s school theater production, general announcement, etc.). [Just let us know](#) what you would like to see. **Please note:** the variable advertisement will require compliance approval before it is used.



**Associations-** We continue to participate with and sponsor key national and state associations. These include:



**NTSA-** The premier industry association for those working in the 403(b) and 457 markets. As a strategic partner, ABMM is entitled to free membership for our advisors. To take advantage, please contact [Cristina Gallo](#) or [Chris Zingaro](#).



**ASBO International-** *Event Partner.* Annual conference coming up October 24-25. We will be hosting a dinner for a small number of business officials. Let us know if there is someone you would like for us to reach out to.



**AASA: the School Superintendent Assoc.-** National association for school superintendents. Executive Committee meeting on October 8-9.



**FASA-** FL administrators' association. Bronze level sponsor for the umbrella association for all the various administrator groups in the state of FL.

We are also looking at several additional associations in NJ and MA. If there is something specific that you think we need to be a part of, [please let us know!](#)

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**Social Media-** please don't forget to follow ABMM Financial on LinkedIn, Twitter and Facebook. Also use this as an opportunity to find and connect with all the advisors associated with us.

