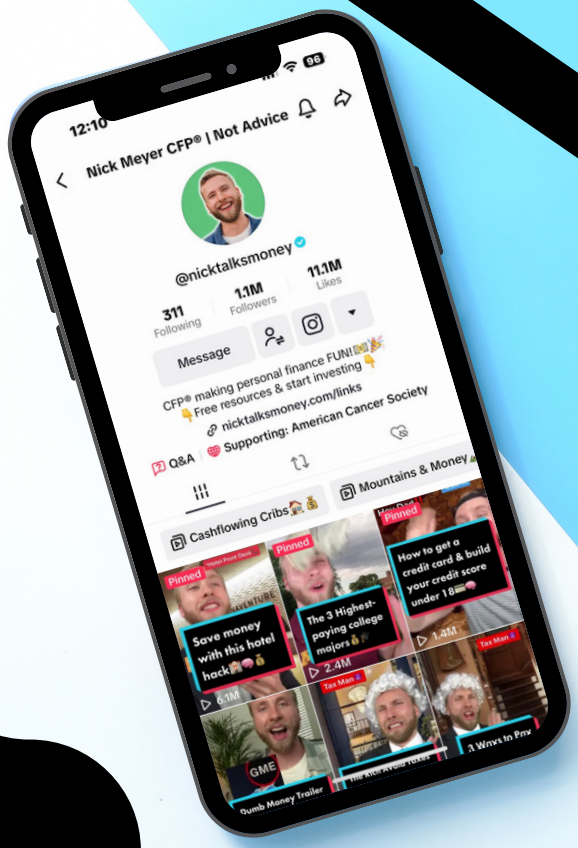


N2 CONTENT MARKETING

Services Breakdown

Build trust at scale with short-form video.

The first month

Setup, train, *execute*, all in 15 days.

1 Strategy Development

We'll work with you to develop a cohesive theme for your content based on your goals and brand values.

Based on your feedback, we'll target your exact client profile via the content, editing style, and lead funnel.

2 Account Setup

We'll ensure you have accounts on every major social media platform and optimize them for discoverability and lead generation while maintaining your desired brand image.

3 Training

You'll be given access to our course, "Your Complete Guide to Short-Form Video", which will teach you exactly how to start creating compelling short-form video content that will grow your business.

Alongside 24/7 support, we will provide detailed feedback on every video you post for the first 4 weeks to make sure you start strong.

4 Links Page & Lead Magnets

We build the top end of your lead funnel to direct viewers to your "Schedule a Call" link.

We also capture bounced prospects via newsletter sign-ups and lead magnets.

5 Project Management

We establish an organizational hub where videos can be tracked, from conceptualization to posting. We also provide you with the ability to critique and edit all videos before posting.

6 Equipment

We'll send you our recommended recording equipment lists by budget-level, to ensure your content is high-quality but still looks organic to the platform. This includes microphones, cameras (or phones), and lighting - and we'll teach you how to use all of it.

The ABC's of Compliance

We consult directly with your CCO to ensure everything we do follows the letter of the law.

A

Written Procedures

We help your firm draft written policies and procedures that outline the process each video must follow.

This procedure will live in your Compliance Manual and will be included in any training materials for advisors with approved social media usage.

B

Approvals

We submit every video script for approval before it is posted to ensure a firm executive has the final sign-off on any content created on behalf of the firm.

We will also submit all website edits, lead generation materials, and social media profiles for approval before beginning the production process.

C

Archiving

All advisor marketing must be stored for 5 years and be easily accessible (1-3 days) within the first 3 years. This requires an archiving solution.

We will integrate directly with your current archiving solution if available, or we can provide recommendations for low-cost archiving services.

N2 Content Marketing may provide general information regarding compliance considerations for financial advisors. However, it is essential to note that our guidance is not intended to replace the expertise of compliance professionals or legal counsel. Financial advisors should consult with qualified compliance professionals to ensure adherence to applicable laws, regulations, and industry standards.

Ongoing

We'll do everything but appear on camera - *with input from your compliance team, of course.*

1 Content Creation

We'll work with you to build monthly content calendars to plan video topics for the month.

We'll write 2 video scripts per week based on these topics that are valuable and engaging enough to receive organic traffic from your ideal clients.

Our team of expert video editors will save you hours every month on the most tedious part of content creation, and ensure your content quality matches what viewers expect.

After you sign off on the edited videos, we'll post them to all of your social media pages with engaging captions.

We'll flag any comments that should be addressed or could be used as future video topics.

2 Reporting & Analytics

We'll provide monthly reports on organic reach, engagement, and leads generated from social media (if available).

Individual video performance will be analyzed to see what is, and isn't, working, so future videos can be modeled off of what is successful.

3 Continuing Education

We'll keep you updated on platform changes, trends, and potential shifts in the short-form video landscape.

We'll continuously provide feedback to you (or your firm's on-screen advisor) to help improve your camera presence & script delivery so you can create more compelling videos.

Additional Services

PR & Media

Work with Monica, our dedicated PR specialist, to earn unpaid media mentions, submit advisors for awards, and collect speaking engagements to expand your brand recognition in our industry.

Monica played an instrumental role in Nate's 40+ media mentions, 3 awards, and speaking engagements with Institutional Investor's RIA Institute.

Email Marketing

We optimize lead collection from all sources (not just social media), design custom drip campaigns to heat up leads, and then deliver those warm leads monthly to your advisors.

Email marketing is another form of content marketing, this is why Nick was able to leverage his same skillset to acquire over 22,000 newsletter subscribers.

Interested in influencer marketing?

We are connected with over 200 finance creators with a combined reach of over 10 million followers. **We'll make the necessary introductions.**

Pricing

$10,000
First Month

$5,000/mo
Afterwards

For the cost of one entry-level salary per month, two of the most successful CFP® Professionals on social media will help you create so much value via short-form video that prospective clients will be banging down your door to work with you.

No minimum commitments, cancel at any time.

Additional Services

PR & Media **$3,000**/mo

Email Marketing **$3,000**/mo

Influencer Marketing **15%** of deal cost

Contact: nate@n2contentmarketing.com

NATE HOSKIN, CFP®, AWMA

Financial Advisor | Content Creator | Speaker



ABOUT

Nate is a Denver-based financial advisor providing holistic financial planning and investment management to Gen Z and Millennials. He started creating short-form video content on January 1, 2021. His dedication to fiduciary advice and financial education has earned him recognition by national news outlets as well as a place among Investopedia's Top 100 Most Influential Advisors. He received the ThinkAdvisor Luminary Award and the Rising Star of the Year at the Wealth Management Industry Awards (aka the "Wealthies") in 2023.

231K

SOCIAL MEDIA FOLLOWERS

Data recorded since first TikTok post 1/1/2021, updated 10/01/2023.

118M

TOTAL VIDEO VIEWS

Estimate of data recorded since first TikTok post 1/1/2021, updated 10/01/2023.

114

CLIENTS FROM SOCIAL MEDIA

Nate is the Founder of Hoskin Capital LLC, an independent, fee-only RIA.

abc

DENVER 7 abc

The New York Times

Investopedia 100 TOP FINANCIAL ADVISORS 2023

BUSINESS INSIDER

Forbes

ThinkAdvisor LUMINARIES 2023 Finalist

GO Banking Rates

yahoo! finance

Wealth Management.com 2023 Industry Awards Finalist

DENVER BUSINESS JOURNAL

moneygeek YOUR MONEY, SMARTER

Contact: nick@n2contentmarketing.com

NICK MEYER, CFP®

Personal Finance, Investing, & Tax Content

@nicktalksmoney



ABOUT

Nick is a Denver-based CFP® (CERTIFIED FINANCIAL PLANNER™) certificant who, after 4 years as a financial & tax advisor, is now on a mission to increase financial literacy rates by making personal finance FUN! Nick's platforms include **TikTok, where he has 1,100,000+ followers** to go along with a verified account, **YouTube (260,000+ subscribers), Instagram (180,000+ followers)**, **Facebook (150,000+ followers)**, and his **email newsletter (22,000+)**. This following makes Nick the **most-followed CFP® Professional on social media**. Nick has TV appearances on NBC evening news and Bloomberg Quicktake, and has been featured in publications like CBS, Yahoo Finance, & Bloomberg.

1.1M

TIKTOK FOLLOWERS

Data recorded since first TikTok post 8/27/2020, updated 9/25/2023.

189M

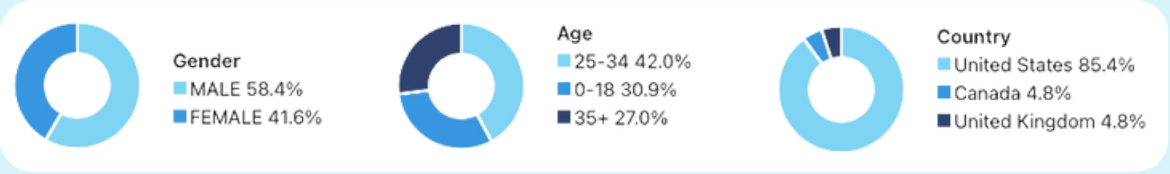
TOTAL TIKTOK VIEWS

Estimate of data recorded since first TikTok post 8/27/2020, updated 9/25/2023.

VERIFIED CREATOR

Enhanced credibility due to the presence of the blue checkmark.

TIKTOK AUDIENCE DEMOGRAPHICS



180,000

INSTAGRAM FOLLOWERS

As of 9/25/2023

7,100,000

90-DAY ACCOUNTS REACHED

Data for period ending 9/25/2023

265,000

YOUTUBE SUBSCRIBERS

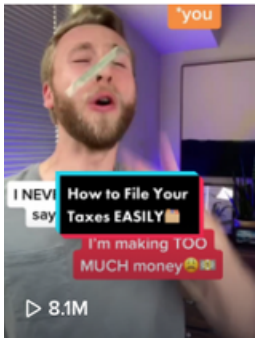
As of 9/25/2023

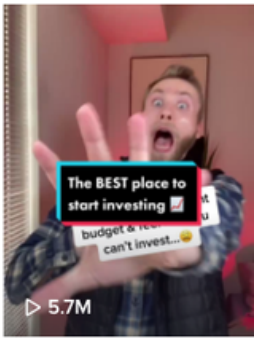
8,000,000

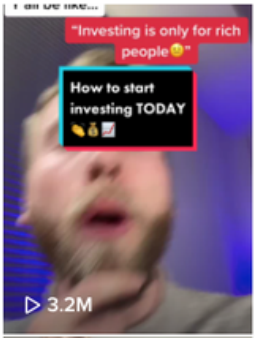
90-DAY SHORTS VIEWS

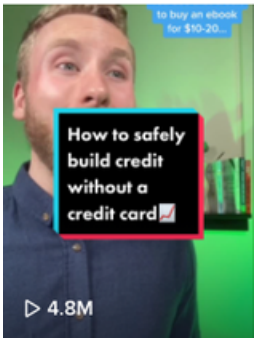
Data for period ending 9/25/2023

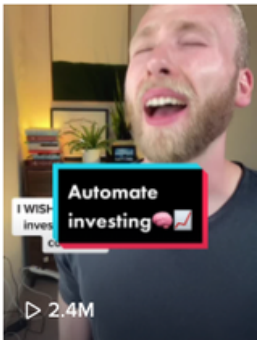
TOP-PERFORMING SPONSORED POSTS

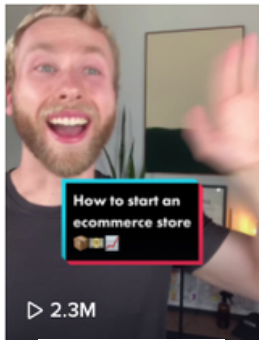












intuit turbotax · public.com · kikoff · FinTron · Alibaba

OTHER NOTABLE PAST SPONSORS

PENFED CREDIT UNION · MASTERWORKS · GOLDEN STATE WARRIORS · Fidelity INVESTMENTS · FUNDRISE · Walmart+ · THE J.G. WENTWORTH COMPANY · kinecta banking done different · ally · v'sible by Verizon · 1STBANK banking for good · NW NORTHWEST FEDERAL CREDIT UNION · INTUIT · SoFi · Ascend Federal Credit Union · nerdwallet · Facet. · Mutual of Omaha · secu