



## Investment Manager **Benefits Directory**

Modern  
Investment  
Manager  
Marketing

Your Guide to All the Perks  
for Investment Managers in  
the Wealthtender Community



On Your  
Mark.

Get Set.

**Grow!**

**Sign Up**

Investment  
Manager  
Benefits  
Directory

# Choose the Benefits Most Important to Your Firm

Whether you handle marketing in-house or partner with a marketing consultant and PR agency, joining Wealthtender is a smart and affordable way to amplify your firm's marketing efforts and accelerate your opportunities for growth.

In this guide, you'll discover the benefits available to you and your firm. Begin with the benefits most important to you and revisit this guide anytime to explore more ways to make the most of your experience.

If you have questions or need help getting started, simply email [yourfriends@wealthtender.com](mailto:yourfriends@wealthtender.com) anytime and we'll follow up right away.



**Modern Investment Manager Marketing** with Wealthtender provides prospective investors with the knowledge and reassurance they need to invest in your funds with confidence and conviction.



Build  
**Authority**  
and  
Strengthen  
Your **SEO**

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# Showcase Your ETFs

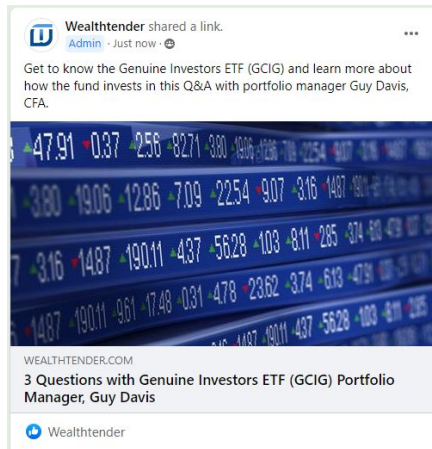
Gain visibility for your ETFs with an evergreen Q&A article featuring your portfolio manager insights to help advisors and investors learn more about your funds.

Benefit from the strength of Wealthtender's Domain Authority to enjoy SEO benefits with links back to your firm's website or dedicated ETF landing page. (For multiple ETF Q&A articles, request information about the Elite subscription plan.)



## Let Wealthtender Help Promote Your ETF Q&A Article By:

- Sharing your Q&A article across our social media channels
- Promoting your Q&A in our [Active ETFs LinkedIn Group](#)
- Distributing your Q&A through additional social media outlets
- Ranking your article in search engines to attract new investors



Building  
Authority

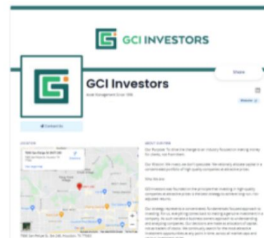
### Three Questions with Guy Davis, CFA

We asked Houston-based portfolio manager Guy Davis to answer three questions about the Genuine Investors ETF he manages for shareholders interested in the potential benefits of investing in high-quality businesses at attractive prices.

**Q:** Can you share your elevator pitch with us to describe the Genuine Investors ETF (GCIG)?

**Guy:** At its simplest – Genuine Investing focuses on businesses, not stocks. We approach investing like a business owner – every investment is a logical and careful purchase of a business, not simply a trade in a stock.

### Get to Know GCI Investors:



Visit the GCIG ETF Website



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# Get Quoted on Wealthtender

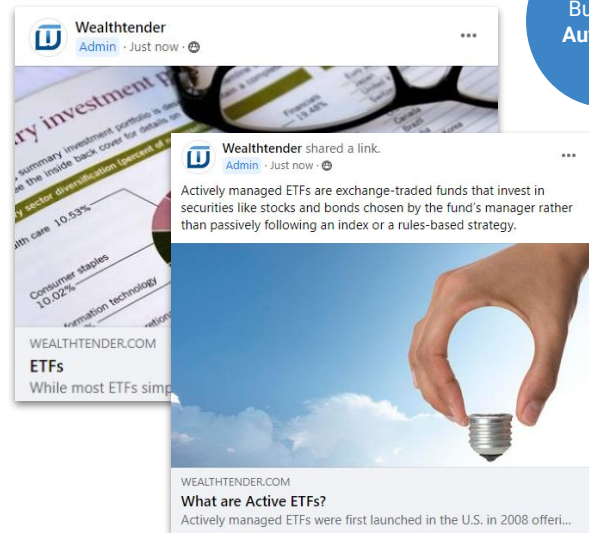
With hundreds of articles published on Wealthtender spanning a broad range of personal finance and investing topics, investment managers enjoy opportunities to be quoted each month.

Callout quotes build authority and generate interest to attract new investors, and elevate your brand with advisors and analysts. And you'll gain SEO benefits that help you rank higher in search results.

## Make the Most of this Highly Shareable Content:

- Create social media posts highlighting your callout quote
- Preview the article in shareholder, prospect and advisor newsletter(s)
- Add the article to your 'media mentions' page
- Share the article with advisors, analysts and journalists
- Syndicate the article on your own website (ask us how)

Building  
Authority



<https://wealthtender.com/other/everything-you-need-to-know-about-etfs>  
**Everything You Need to Know About ETF's - Wealthtender**  
Exchange Traded Funds (or ETFs) are becoming more and more popular among investors and

<https://wealthtender.com/insights/investing/etfs/active-etf-vs-mutual-fund-similarities-and-differences>  
**Active ETF vs Mutual Fund: Similarities and Differences**  
The exchange-traded fund (ETF) structure shares certain similarities with mutual funds, but also important differences that investors need to understand, ...

<https://wealthtender.com/etfs/actively-managed-etfs>  
**What are Active ETFs? - Wealthtender**  
Actively managed ETFs are exchange-traded funds that invest in securities like stocks and bonds chosen by the fund's manager rather than passively following an ...



Elevate  
Your Firm's  
**Voice**  
and  
**Be Heard**

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# Get Quoted in the Media & on Popular Websites

Building  
Authority

Getting quoted in major publications and popular websites is an effective way to build authority, strengthen your firm's reputation, and boost SEO to rank higher in online search results.

Investment managers enjoy exclusive opportunities to gain national media recognition on sites like MSN.com, hundreds of newspapers nationwide through Associated Press syndication, and visibility across personal finance websites in the Wealthtender Financial Network.

## Make the Most of this Highly Shareable Content:

- Create social media posts highlighting your callout quote
- Preview the article in your newsletter for shareholders and prospects
- Add the article to your 'media mentions' page
- Share the article with advisors, analysts and journalists



### Get Quoted on Wealthtender & in the Media

When new opportunities arise to be quoted on Wealthtender or in the media, you'll receive an email notification and find more details listed here.





Expand  
Your  
Professional  
Network

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# Join the Private Wealthtender Community

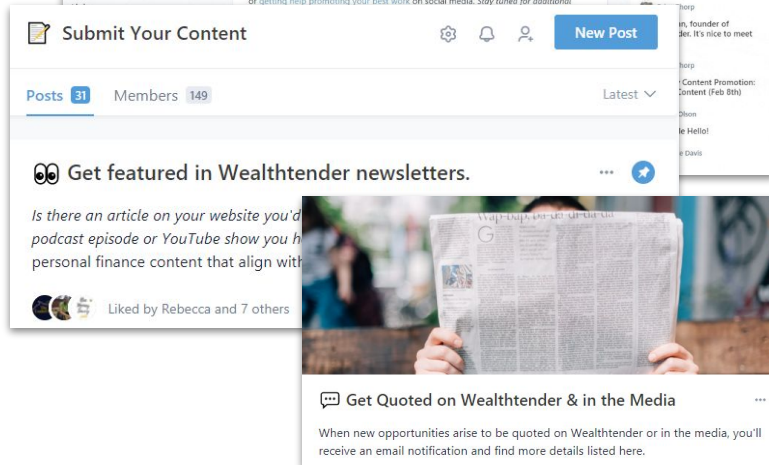
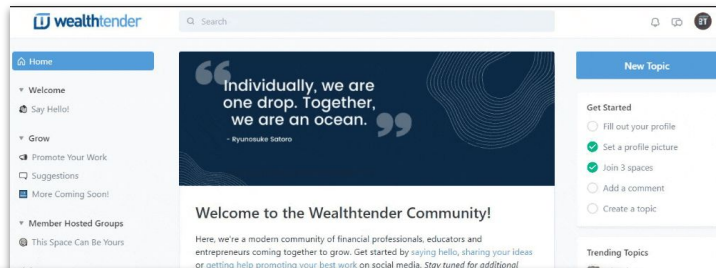
Expand  
Your  
Network

Investment managers are invited to join the private Wealthtender community with financial professionals and educators interested in helping each other grow.

Investment Managers also enjoy access to areas within the community where opportunities are posted to get quoted on Wealthtender, in the media, and on popular finance websites.

As the Wealthtender community grows, investment managers gain new referral opportunities from financial advisors, coaches, and finance blog and podcast owners whose clients and audiences may become future investors.

**Visit the Community**  
*Login Required*





## Extend the Reach of Original Articles on Your Website

Investment  
Manager  
Benefits  
Directory

# Syndicate Your Content on Wealthtender

Building  
Authority

Content syndication (republishing) is a smart and effective way for investment managers with original articles on their website to reach a larger audience while retaining SEO benefits.

When an investment manager's article is syndicated on [wealthtender.com](https://wealthtender.com), Wealthtender tags the article to let search engines know the original version of the article is on the investment manager's website. This helps ensure when the article is displayed in Google search results, it's the version published on the investment manager's website, not the syndicated copy on [wealthtender.com](https://wealthtender.com).



Investment managers are welcome to submit up to 6 articles for syndication each year, capped at 2 per month. (To syndicate up to 12 articles annually, request information about the Elite subscription plan.)

### Additional content syndication benefits include:

- Byline, headshot and brief bio with link to your website or LinkedIn bio
- Up to 6 backlinks to relevant pages on your website
- Social media promotion (Twitter, Facebook, Instagram, and/or LinkedIn)

**Submit Content for Syndication**

*Login Required*



### Content Syndication Requirements:

- Original content hosted on investment manager's website
- Personal finance topics; Consumer audience
- 1000 words minimum
- Pre-submission grammar and spell check
- Subject to final approval by Wealthtender





Boost  
Your **SEO**,  
Build  
**Authority**  
&  
**Awareness**

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# Guest Post on Wealthtender

Writing a guest post published on [wealthtender.com](https://wealthtender.com) is a powerful way for investment managers to increase visibility and attract new investors while building trust and authority that strengthens SEO.

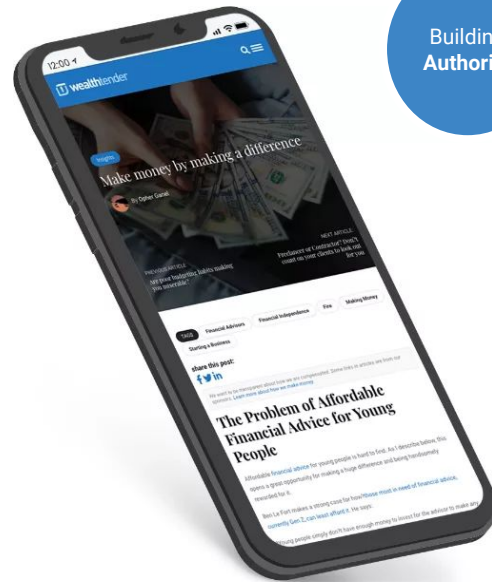
Investment managers are welcome to submit up to 4 guest posts each year, capped at 1 per month. (To submit up to 8 guest posts annually, request information about the Elite subscription plan.)

## Additional guest posting benefits include:

- Byline, headshot and brief bio linked to your Wealthtender profile
- Up to 3 backlinks to relevant pages on your website
- Social media promotion (Twitter, Facebook, Instagram, and/or LinkedIn)

**Submit a Guest Post**

*Login Required*



Building  
Authority



## Guest Post Requirements:

- Original content, not previously published
- Personal finance and investing topics written for a consumer and advisor audience
- 1200 words minimum
- Pre-submission grammar and spell check
- Subject to final approval by Wealthtender





# Welcome New Investors to Visit Your Website

Creating  
Awareness

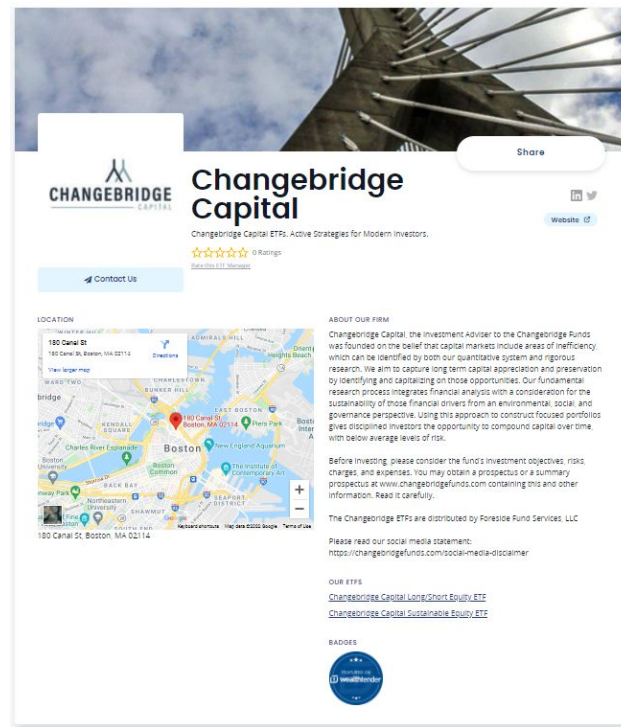
Your Profile  
Page  
Highlights  
Your Firm  
and  
Investment  
Products

Your Wealthtender profile offers investors, financial advisors, and analysts an overview of your firm and investment offerings with quick access to your website and product profile pages.

Your profile also highlights articles on Wealthtender where your portfolio managers are quoted or firm is featured.

And from an SEO perspective, your firm benefits from links back to your site and Wealthtender's domain authority to rank higher in search results.

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# Social Media Amplification

Creating  
Awareness

Benefit  
From Our  
Reach On  
Social  
Media

Every week, investment managers can take advantage of their **social media amplification** benefit to get help promoting an article they've written or podcast episode they've hosted or been featured in.

Through our social media amplification service, investment managers gain increased visibility when people share their content or visit their website to view content of interest.

Investment managers also enjoy SEO benefits as search engines like Google view the sharing of content across social media platforms as a quality signal that can lead to higher rankings in search results.

**Learn More in the Community**

*Login Required*

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## 🔊 Weekly Content Promotion: Your Best Content (Week of September 5th)

Would you like our help **promoting your best finance content** on social media? Follow the **3 steps below** and we'll get to work for you! Have a great week! 🌟

- 1- Create a **new comment** below
- 2- Paste a **link to one article or episode** we can help you promote
- 3- Include your **@twitter** handle (optional)



**Mitlin Money Mindset™** @MitlinMoney · Mar 19

Replying to [@austin\\_media](#) and [@wealthtender](#)  
Thank you for sharing



1



Your  
Website  
Content is  
Featured  
in the  
**WISE**  
Search  
Engine

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# The Wealthtender Insights Search Engine

Creating  
Awareness

The **Wealthtender Insights Search Engine (WISE)** is the first **ad-free** search engine dedicated exclusively to personal finance and investing. With curated content from hundreds of financial professionals, educators, and investment managers in the Wealthtender community, you'll quickly find what you're looking for.

When you join Wealthtender, the content of your firm's website becomes discoverable by consumers who use WISE to learn more about their finances and to get answers to their money questions.




Journalists, freelance writers and finance blog owners may also link to your content or contact you if they're looking for a quote.

## Do You Write Articles for Your Website or Media Outlets?

Use the **WISE Search Engine** to find reference sources for your articles written by members of our community and let us know when you do. We'll help promote your content and drive more traffic to your content.



WEALTHTENDER INSIGHTS SEARCH ENGINE

-  Quickly find the best personal finance content online
-  No paid advertisements to clutter your search results
-  Insights from hundreds of Wealthtender Financial Network members



►  Journalist Resources



Create High Quality Content to Grow Traffic to Your Website and Boost Your SEO

Investment Manager Benefits Directory

# Hire Finance Freelance Writers

Expand Your Network

Are you interested in adding original content to your website to attract the attention of new investors, advisors and investment analysts? Not to mention increasing organic traffic from search engines like Google and boosting your SEO?

The highly respected finance freelance writers featured on Wealthtender are ready to help with affordable rates and tremendous experience optimizing articles to rank well for topics important to your firm's success in the marketplace.

Many of our featured freelance writers also have successful personal finance blogs and social media followings which could benefit your business if you're interested in their help promoting your content.

And most are happy to be a named author on the article or remain in the background as a ghostwriter depending upon your needs.

[View Finance Freelance Writer Directory](#)

The screenshot shows a search interface for finding freelance writers. At the top, there's a search bar and a 'Reset Search' link. Below the search bar, there's a section for 'POPULAR SEARCH OPTIONS' with a dropdown menu for 'Areas of Specialization'. A question 'Are you a personal finance freelance writer?' is displayed. The main content area features a grid of writer profiles, each with a profile picture, name, bio, location, and ratings. The profiles shown are:

- Jesse Cramer**: An investment in knowledge pays The Best Interest. Rochester, New York. 0 Ratings.
- Tawnya Redding**: Special Education teacher by day, blogger and freelancer by night. Portland, Oregon. 3 Ratings.
- Jeff Cooper**: Fan of personal finance, video games, sports, and more! 0 Ratings.
- Anna Baluch**: Experienced Personal Finance Writer. 1 Ratings.
- Becky Blake**: Personal Finance & Lifestyle Writer; Email, Social Media & Sales Copywriter. 0 Ratings.
- Karen Banes**: Freelance writer specializing in online business and personal finance. 1 Ratings.



Creating  
Awareness

Building  
Authority

Growing  
Trust

Generating  
Interest

Your Online  
Reputation  
★★★★

Modern  
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Manager  
Marketing

# Join Wealthtender Today

Get Started