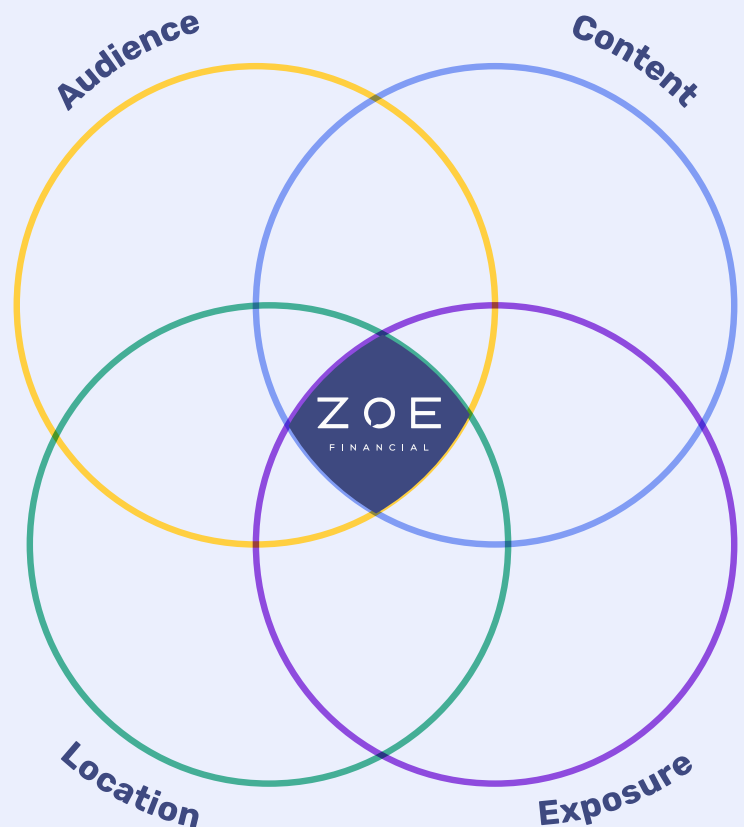


How Does Zoe Find Ideal Clients for You?

Clients hire advisors that they **trust**. Zoe's marketing expertise has made us the **trusted digital resource** for prospective clients searching for the right advisor.



Targeting the Right Audience

Consumer Insights

We gain a deep understanding of you and your practice and target the clients you're looking for based on age, income, assets, and occupation. We then take it one step further, even taking into account hobbies, interests, and life goals.

Saying the Right Things

Content Marketing

Because there is an advisor for every type of client, we've created world-class content that features the advisors in our Network, alongside timely pieces on the latest topics.

Being in the Right Place

Performance Marketing

We create mixed media ads among a variety of platforms to identify the sites and precise ads that are most likely to put you in the right places for the most exposure to potential clients.

Key Platforms



Exposure at the Right Time

Press

Having a well-known and credible brand is crucial. We achieve this by accepting only the top 5% of advisors and partnering only with the industry's most reputable media outlets and journalists.

Key Outlets Featuring Zoe



ZOE
FINANCIAL