



Build business momentum with Hearsay Social + Sites

THE POWER OF INTEGRATED MARKETING

With Hearsay Sites and Social, agents, and advisors can easily build a compliant, comprehensive social marketing presence—and mirror that presence on a customizable, lead-optimized website. This powerful tech duo reduces the number of apps and platforms firm leaders, agents, advisors, and compliance teams need to learn. It also provides financial service firms with a seamless, scalable way to build a cohesive, SEO-optimized digital presence for all their agents and advisors.

STREAMLINED COMPLIANCE

Compliance is complicated, but it doesn't have to be! Hearsay Sites and Social simplify supervision by pulling multi-channel updates into a single dashboard, allowing compliance teams to quickly review static and dynamic content across website and social programs. Both tools also leverage existing user data, hierarchies, and enterprise integrations, removing unnecessary work from your administrator's to-do list.

OPTIMIZED FOR MOBILE PROSPECTS

Agents and advisors lacking a mobile-optimized social and website presence are missing huge opportunities to connect with prospects online. In 2022, mobile traffic made up 60% of all web traffic, and 99% of Facebook's 2.96 billion monthly active users accessed the platform from a mobile device. Mobile optimization is no longer optional—which is why Hearsay Sites are built to look beautiful on any device.

hearsay social™

Marketers can oversee advisor profiles and create a robust post library with themed campaigns while ensuring brand consistency and oversight through built-in compliance. Agents and advisors can confidently develop a branded social media presence with marketing guidance while receiving administrative support from designated team members.

@ hearsay sites™

Hearsay Sites make it easy for firms to deploy flexible, branded websites for every single field team member, opening up new revenue opportunities. Compliance teams and marketers benefit from workflow automations that mitigate risk, save time, and streamline site management at scale.

DELIVER CONSISTENT BRAND EXPERIENCES AT SCALE

Advisors and agents with incorrect or out-of-date information on their website or social profiles lose digital credibility. Search engines punish inconsistent digital identities by stifling traffic to these 'less trusted' sites. Our platform helps field teams build a consistent digital presence for optimal traffic flow and discoverability.

Hearsay Sites enables you to give all your agents and advisors a robust, discoverable, modern website that's fully aligned with your firm's corporate brand standards.

The addition of Hearsay Social makes it easy for advisors and agents to create a consistent digital presence that helps them build a reputation as a trusted thought leader. Social posts—which are pre-vetted for compliance—automatically publish on Sites, meaning new, relevant content is constantly added to every team member's website. Your firm reduces regulatory risk while your field team ranks better in organic search results and grows their business.

40%

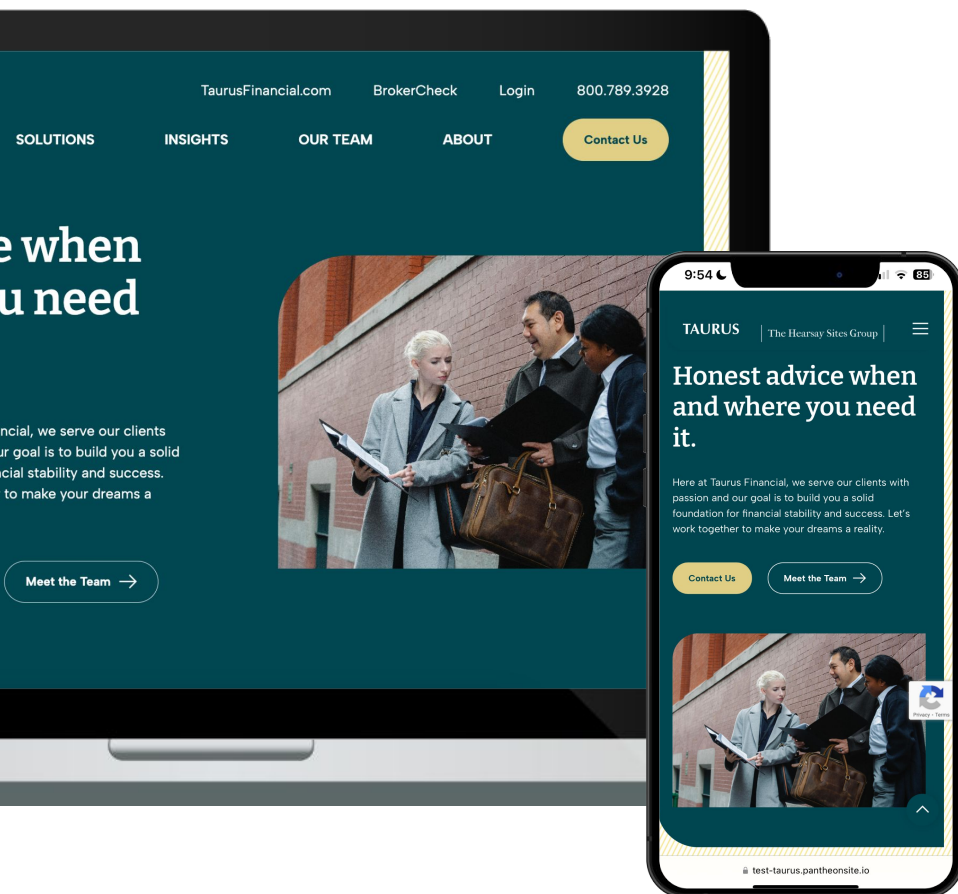
of next-gen investors find an advisor's online presence is critical to their choice

([FPA & LinkedIn](#))

60%

of all web traffic is mobile

([Statista](#))



To find out how Hearsay can help your advisors and agents, contact us at:

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