

SmartOffice

Financial Media Exchange (FMeX) Integration

Take your online marketing strategy to the next level

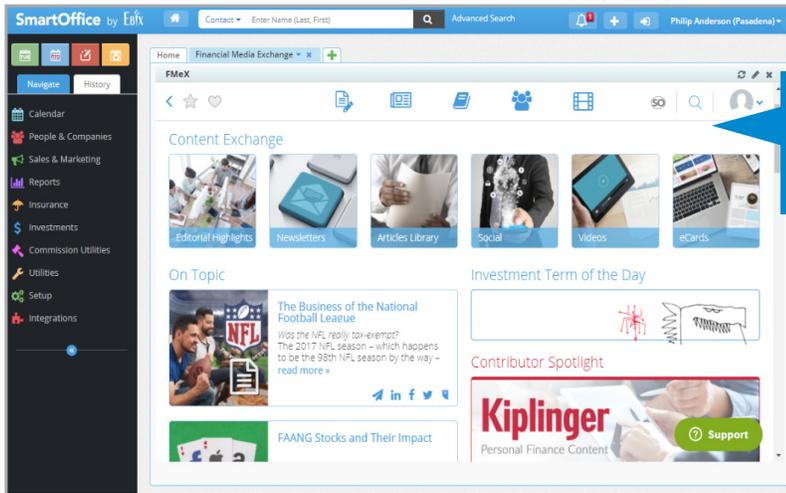
Your reputation as an advisor is built on trust. One way to build that trust is to market yourself as an expert in your field. SmartOffice CRM's integration with Financial Media Exchange (FMeX) helps you do just that.

Together, SmartOffice and FMeX help you target clients and prospects with fresh, relevant educational content that is customized with your name and branding. It's a powerful online marketing platform that projects your professional image and helps you foster great client relationships.

Key Benefits of FMeX		
Tap Into a Vast Content Library	Distribute newsletters, articles, videos and even your own content to clients and prospects. FMeX's comprehensive library of financial content is updated daily and covers everything from current events to general education.	
Develop a Standout Professional Image	Follow up on client meetings by sharing relevant articles or videos. Post links about financial news of the day to social media. All content goes out under your name—with your photo, logo, personal message and more—to strengthen your brand.	
Market Directly From Your SmartOffice Homepage	Select and share content using a special dashboard on your SmartOffice home page. FMeX imports your sets so you can start marketing right away. Track all communications in the SmartPad and learn how many people are reading what you've shared.	
Choose Your Marketing Channels	Easily share content through e-mail as well as Facebook, Twitter, LinkedIn and Hootsuite. No special technical knowledge required—it just takes a few clicks.	
Enjoy Ironclad Compliance	Stay on good terms with your compliance team. All FMeX content is created with financial regulations in mind so that you don't have to worry about sharing inappropriate content.	

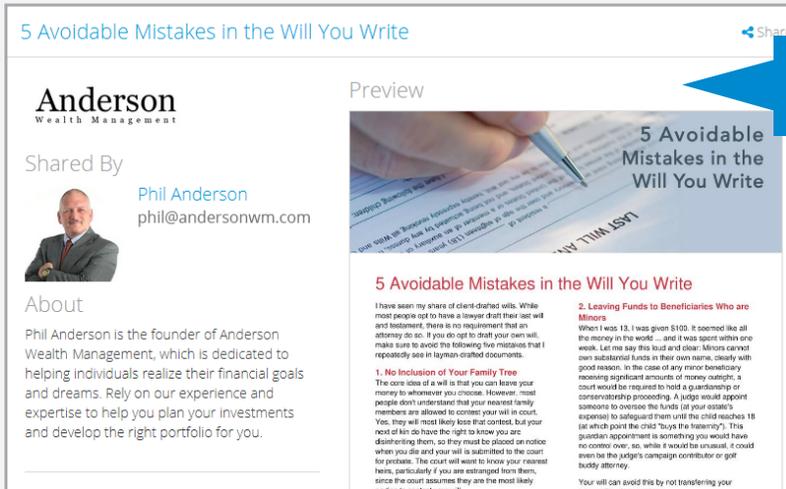
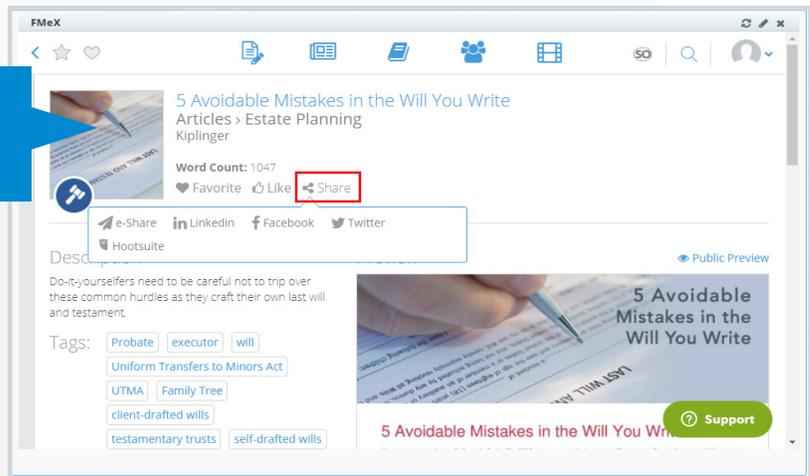
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Take a Look



The special FMeX dashboard in SmartOffice lets you search for content that you want to share with your audience.

Once you find the right content, you can easily distribute it by e-mail or through popular social networks.



Your audience sees your photo, logo and brand identity alongside your shared content.