

Financial Standard

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Coin makes marketing easy

Thursday, 26 March 2009 12:15pm

Coin is turning financial planners into graphic artists and marketing gurus after the technology firm added a new module that lets financial planners develop a stylish tailored marketing campaign.

The Campaign Management Module allows financial planners to develop tiered campaigns across different mediums that can be effectively measured.

Darelle Jenkins, Coin managing director, said economic conditions are forcing financial planning firms to consider new ways to market their business beyond the standard email to blogging or podcasts.

"For those with limited experience or no dedicated marketing resources, creating a campaign that spans several mediums can be very challenging," Jenkins said.

"In addition to this, at a time when costs are being monitored, firms need to be able to track the results from their efforts to ensure they're maximising all of the opportunities available to them."

An Investment Trends Financial Planning Software report found Coin the best for new adviser functionality last year. The technology's modelling capabilities also ranked number one among other software programs.

Company release

This story was found at: <http://www.financialstandard.com.au/news/view/25376>

Printed: **Friday, 27 March 2009 11:54am**