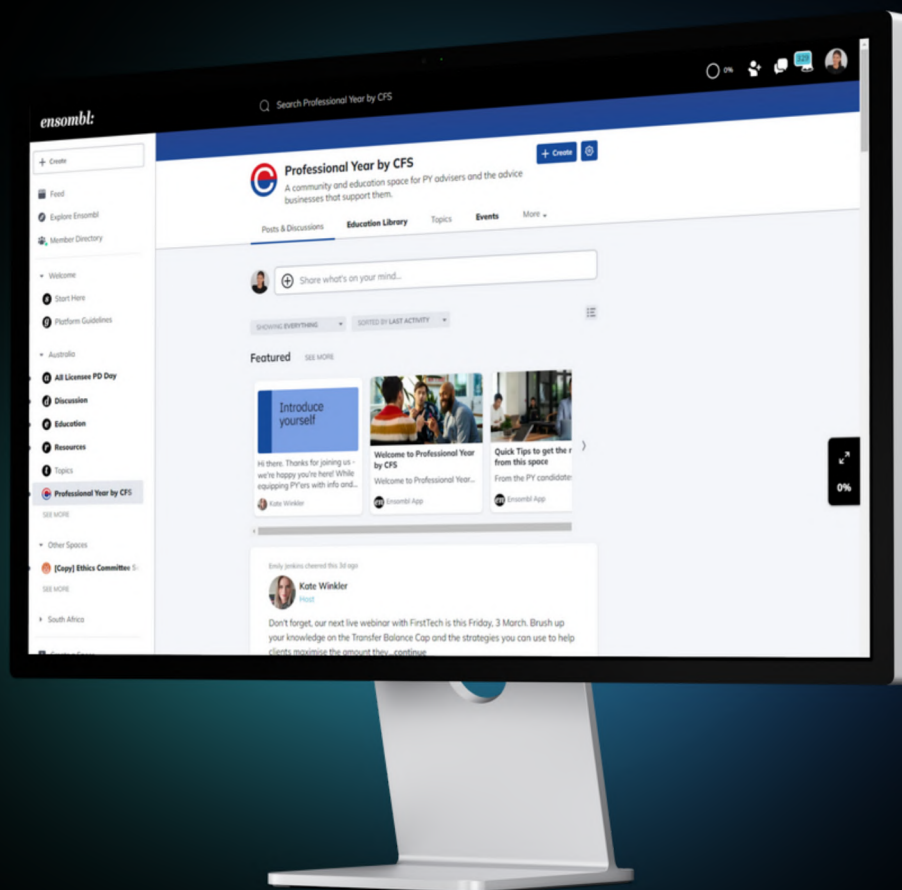


ensombl:

Branded Spaces

Have a two-way conversation with your audience



Today's practice owners are time poor and widely dispersed.



Financial advisors are professionals and small business owners:

61% OF PRACTICES ARE 1 ADVISOR

32% ARE 2-5 ADVISORS



Fragmented market means wide dispersal of decision makers:

OVER 900 LICENSEES AROUND AUSTRALIA



Who are extremely time poor:

- > **CLIENT FACING TIME**
- > **ADMIN**
- > **CPD**
- > **RUNNING A BUSINESS**
- > **COMPLIANCE**
- > **STAYING ABREAST MARKET AND PRODUCT DEVELOPMENTS**

Reaching them efficiently, at scale, is a challenge.

The power of community

Advisors inherently trust the opinions of their peers – as professionals and business owners – more than institutions and product providers.

Peer networks have always been a powerful source of:

- Education
- Wisdom
- Business ideas
- Feedback
- Case studies
- Motivation
- Accountability
- News



Fragmentation of the licensee landscape + digitalisation has seen face-to-face employer-based networks replaced by online communities.

What is the ROI of online communities?

21%

Increase in engagement

66%

Members reporting increased brand loyalty

68%

Members reporting increased lead generation

55%

Members reporting increased sales

What can a community do for your brand?



A community is a space where your partners come together to learn, share, and interact with your brand.

Your own community can

- Position you as a trusted authority
- Provide an experience beyond the product
- Deliver post-purchase support, alleviating pressure on call centres and BDMs
- Be a source of feedback and ideas which can drive innovation
- Build user loyalty
- Efficiently move buyers along the purchase journey.

Ultimately, your own community space can deliver more ROI for your marketing spend.

Choosing a community platform

There are many platforms to choose from when building your community. Advice practices increasingly use Facebook and Instagram, generally for consumer-facing content.

LinkedIn is the preferred platform for professionals, with over 10 million Australian users, and is popular for job seeking and personal branding, but:

- Usage can be infrequent and sporadic (around 50% of users log in less than once per month), and;
- It's not a platform where professionals like to ask questions or engage in a way that undermines their positioning as credible experts.



Building your own community platform is challenging



Building your own technology can be expensive and time-consuming, with first-time success rates extremely low. Similarly, building an audience takes time, and artificial attempts to boost engagement may undermine the authenticity of your content and set you back, not take you forward.

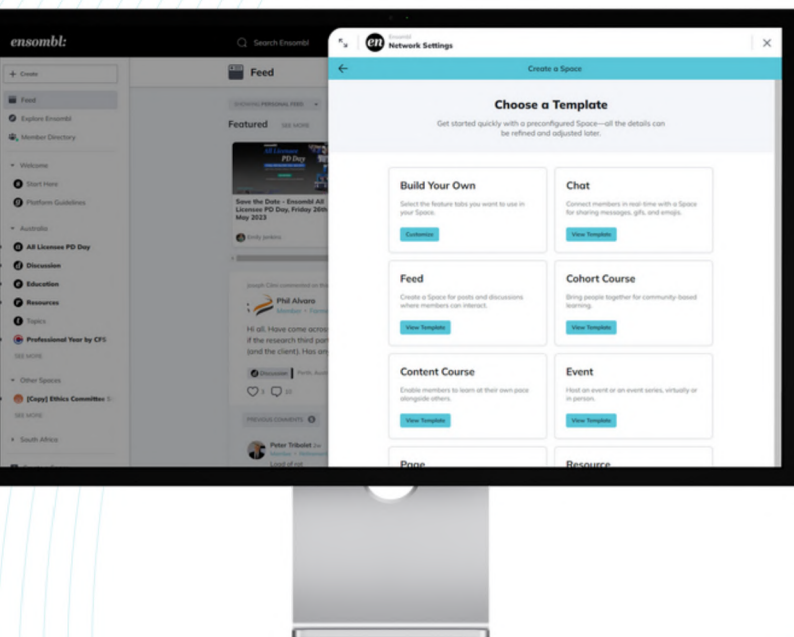
But perhaps the biggest barrier to successfully creating your community platform is that advisors have limited appetite to add another app/platform to their consideration set, no matter how strong your brand is.

Ensombl is Australia's biggest, most engaged, most progressive, advice community

With over 8,000 members & platform users, spanning 900 licensees, Ensombl is Australia's largest and most engaged advice community, counting 1 in 3 advisers amongst its membership.

Our platform attracts over 150,000 page views and 50,000 engagement actions every month.

The podcasts we have co-created with community members have been downloaded over 600,000 times and garnered nearly 4 million impressions on social media.



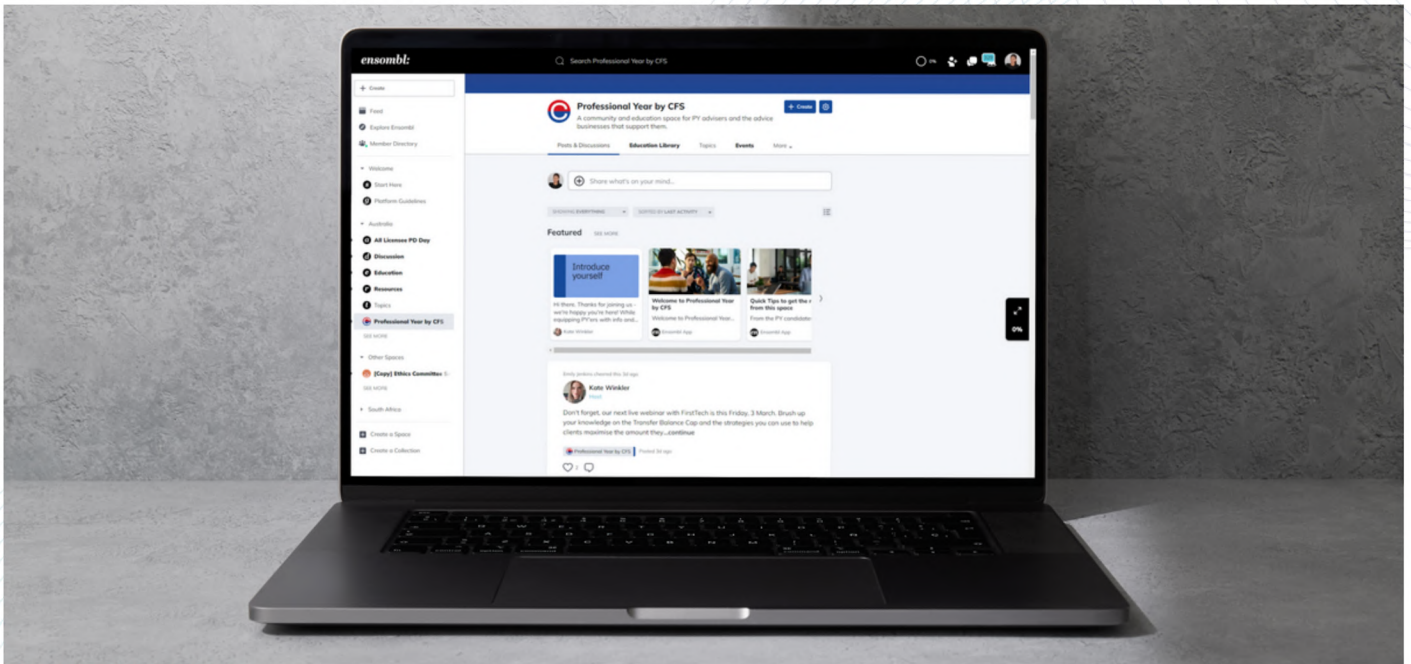
Ensombl spaces - the low cost, ready-made alternative

An alternative to the risky and expensive option of building your own community platform is to create a space within the Ensombl community.

Creating your own 'space' within the Ensombl platform allows you to benefit from the pre-existing engagement, trust and collaboration that has taken 8 years to build.

It's a way you can leverage the existing users already on platform and attract new ones, with no IT investment required.

Case Study – CFS creates a space for PY candidates



We've partnered with several brands on their own dedicated spaces within the Ensombl platform.

With our help, CFS created their space to support the structured training program they developed for Professional Year (PY) candidates.

The space gives PY'ers a way to access technical education and meet and connect with other PY'ers while giving supervisors information to help navigate the PY and help them support their new entrants with high-quality, structured education.

The space has easily exceeded its membership targets, and more than 50% of users are active within the space every month.

“Emily (Jenkins) and the Ensombl crew felt like an extension of the CFS team. We all worked together, bringing energy and ideas to the table, with a shared goal and a shared sense of success. To me, Ensombl redefines the idea of a partnership”.



Kate Winkler

National Manager, Education & Engagement
Colonial First State



Find out more

Ensembl spaces can be created to achieve a limitless range of outcomes in a myriad of different ways – it is all about solving a problem in an advisor's world.

If your brand and offering can solve advisor problems, and you think a community could be the way to bring those solutions to life, then reach out to our Chief Commercial Office, Danni Visser, at danni@ensombl.com, or our Chief Marketing Officer, Richard Dunkerley, at richard@ensombl.com for an obligation-free discussion.