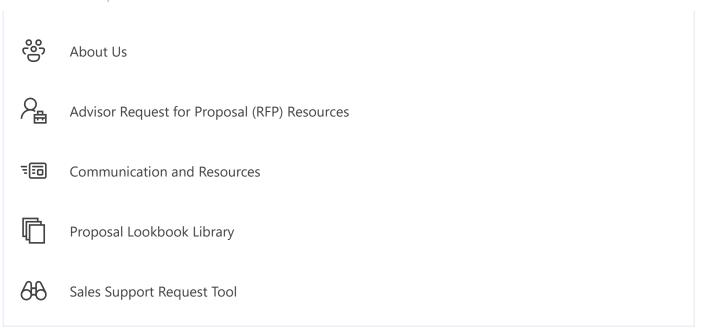
Marketing

Frequently Used Resources



Business Development Team and Resources



Strategic Marketing Initiative	
	Use of Video: CAPTRUST Studio and Allego
	VESTED Magazine

The marketing team ensures a consistent, high-quality experience for all internal and external engagements with CAPTRUST. Our areas of focus include brand standards, editorial, collateral, client marketing, quarterly items, business development, campaigning, social media, media relations, event support, and strategic initiatives. High level overviews of each are available by clicking here.

Business Development Support and Sales Enablement

CAPTRUST maintains an internal business development and sales enablement team which supports financial advisors with the assessment, development, and appropriate engagement of business development opportunities through internal resources and coordination, market intelligence, and historical data and trends to ensure a successful outcome.

Brand Marketing

Brand marketing creates, promotes, and supports a wide range of elements aimed at delivering a consistent and exceptional experience across all aspects of a person's interaction with CAPTRUST. This marketing arm includes four bodies of work—corporate marketing, digital marketing, editorial and public relations, and strategic marketing—responsible for editorial strategy, digital marketing, video production, email marketing, event support, lead generation, quarter-end materials.

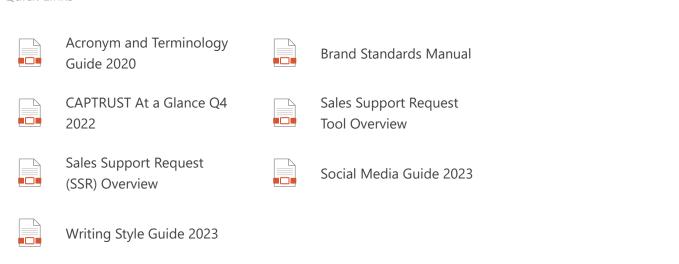
Strategic Marketing

The Strategic Marketing team is responsible for incubating new ideas and leading initiatives to help keep the firm ahead of the registered investment advisor curve. This includes exploring new marketing tools, technologies, and techniques intended to build our brand and bring in new clients. This team is also in charge of planning and budgeting to make sure that marketing resources and budget keep up with the firm's growth.



Intranet Editor Training Site

Quick Links



News

