

Google Alerts Your Secret Weapon

Google Alerts is a free on-line news service aggregator that scans web searches, blog searches and news results. You receive email notification alerts if your keyword or keyword phrase is mentioned in any of those searches. Create alerts for your platinum clients, prospects and centers of influence.

Google Alerts will notify you by e-mail about news pages and web pages that match the keywords and phrases that you chose. If news articles find their way into the top 10 results, you will be alerted. If web pages make it into the top 20 results in Google web search results, you will be notified. You will also be notified when new posts make it into the top fifty of Google Groups.

Setting up Google Alerts

Go to www.google.com/alerts. You'll see five boxes: *Search Query* (what you're looking for), *Result Type* ("Everything" is a great place to start), *How Often* ("Once a day" is fine), *How Many* (start with "All results"), and *Deliver To* (your email address.) You can set up to 1,000 Alerts.

1. Go to Google and type in "Google Alerts" and the system will prompt the set up (Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.
2. Enter a search query you wish to monitor. For example, name, company, ownership, associations, any key words. You will get an email with a preview of the types of results you'll receive.
3. You can select the delivery rate of your notifications (daily, weekly or even real-time), the source of the search (web, blog, news or all), and the method of notification.

Uses of Google Alerts

- Monitoring a developing news story about anyone
- Keeping current on a competitor or industry
- Getting the latest information on clients; prospects, any one or any company
- Keeping up to date on any niche you are developing

Google Alerts Tips

- Stay aware of your online reputation and that of clients, prospects, COI's
- Track your competition: articles, press releases, and mention of names.
- When developing a targeted niche, follow alerts that focus on key words to stay in the loop for important

Marketing With Google Alerts

1. Set up Alerts on you, your team and your business.

You'll want Alerts for yourself, key team members, business name, domain name, and firm name Why? To fully monitor what people are saying about you, your team, and firm.

Bonus tip: Set up Alerts on the names of your top centers of influence and clients—and send them congratulatory messages when they make the news.

2. Set up Alerts on keywords relevant to your industry.

A great way to stay on top of the trends in your industry. Also, set up Alerts on keywords relevant to your clients and prospects.

You'll better understand their marketplace and their needs.

Bonus tip: Change your Result Type from "Everything" to "Discussion" to find forums where your topic is being discussed. It's a great way to assess the market and even join the conversation.

3. Set up Alerts on your top clients.

Their name, firm/business and topics that might interest them. When you find an article that's perfect for your top clients, email them a link or, even better-print it out and send with a personalized card. It's a great way to demonstrate expertise and personal attention.

4. Set up Alerts on your dream clients and influential people in your industry.

Stay up to date about their activities, so you're perfectly prepped when you're ready to pitch them. It's also a great opportunity to reach out with personal emails and cards. This is key-- I have many success stories on this and ways that advisors have brought in new AUM.

5. Set up Alerts on your competition.

Name, top team members and domain name and firm.. Pay attention to what their clients are saying; observe how you can serve them better.