



**NEW LIGHTTM
DIGITAL**

**THEY HAVE THE MONEY FOR YOUR
PRODUCTS. HERE'S HOW TO REACH
AND CONVERT AFFLUENT CLIENTS**

www.newlightdigital.com

Companies targeting wealthy clients need a deep understanding of how to reach and convert affluent clients. **Here's a good place to start.**

Affluent customers have plenty of money to purchase your product. But often, these clients are time-strapped. They need a solution fast and easy, which means they regularly turn to known entities or those with the really big advertising budgets.

If you aren't one of those big players with plenty of money to spend on attracting customers with money, **how do you attract and convert these valuable buyers? The winning strategy is right in front of you. Read on.**



10 Tactics for Reaching and Converting Affluent Clients

Whether you're a financial advisor or a high-end excursion company, you've probably wondered how to get in front of wealthy customers. You must think like the wealthy, talk like them and hang out where they spend their time. So here's a look at winning strategies that help you resonate with affluent buyers.



1

Create a High-end Product Worth Purchasing

To attract affluent buyers, you need a product that matches their interests and is clearly high-end. Perhaps you add a new line of products specifically designed to attract this audience subset. Or you reposition the products you already have to take advantage of an untapped market within your industry.



2

Partner with Affluent Influencers

Make your product desirable by showing that the rich and famous enjoy your product or service. An easy way to do this is to pay for inclusion on influencer blogs and social media. It will look like the individual is using your product or service because that's what they've chosen, though they will be required to include information about it being a paid partnership.

Seeing other people using your product who match your target customer's social status can be quite convincing in getting your target customer to try it out.



3

Join Elite Circles

Regardless of whether you consider yourself affluent, you'll need to learn how to live in their social circles. Get comfortable talking like they talk and frequenting the places they frequent. This might mean investing in clubs or other social settings where the elite are.

While you don't want to become a creepy stalker, you do want to show that you understand what interests them and be able to speak directly to those interests. One way this can benefit you is by building awareness if you have a personal brand, such as a financial advisor or insurance agent. You market services that many others just like you market, but by being in the elite circles, you build awareness for who you are and what you do.



4

Volunteer with and Donate to Local Charities

Chances are, your local charities have several board members and supporters who would fall in the affluent category. A good way to get to know them is to get involved in the charity.

This has twofold benefits. First off, you get to make a difference in your community. Secondly, you have the opportunity to meet clients that match your target demographic.

Attend fundraisers and galas for causes that mean something to you. Don't fake it or people will notice and the gatherings will feel like a chore for you. Align your interests with local causes so you can speak intelligently about the cause and truly show you care.



5

Build Relationships with Middle-class Clients on Their Way Up



Targeting only the elite can have its setbacks. Namely, it's a fairly small subset of the population.

Companies with tiers and options for upper-middle-class individuals will position themselves as the company of choice for those customers once they are more affluent.

You can begin cross-marketing your affluent products to middle-class clients to build awareness from the start.



6

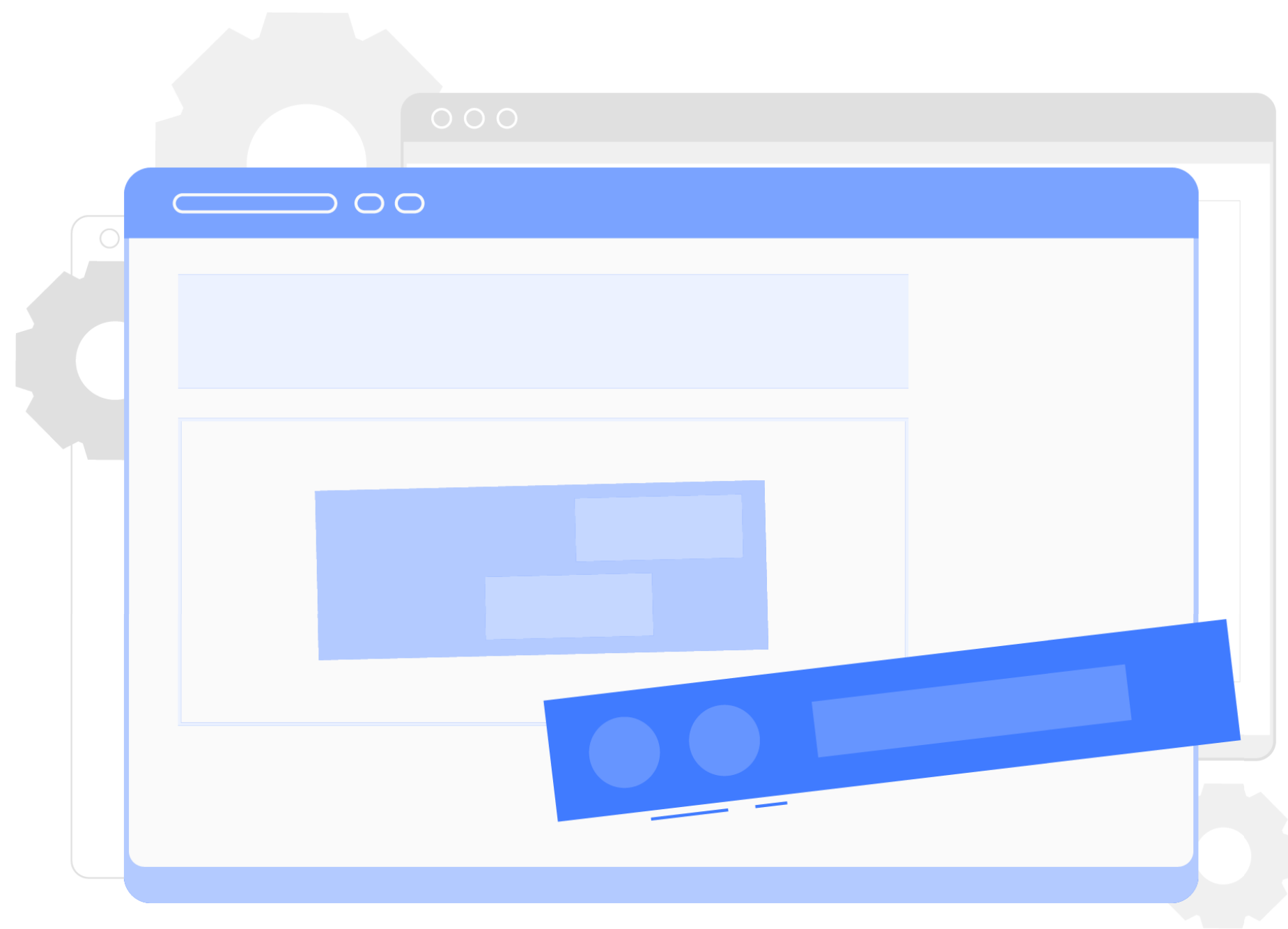
Ensure That Your Website Looks the Part



The first interaction a customer will likely have with your company is your website. If you're marketing your products and services to the wealthy, your website needs to look the part.

High-quality product images can make a big difference in making your product look luxurious and worth its price point. Work with a photographer who knows how to sell high-end products.

Use videos to show instead of just telling about your product. And make sure you have product reviews that tell your target audience how well your product works for people just like them.



7

Target the Right Keywords

Once you have a great-looking website, it's time to consider SEO. People don't just stumble into your website by coincidence. Strategy and consistent SEO work can make all the difference in increasing your site traffic.

Think about the questions your affluent customers might have and work to answer those questions through FAQs, your help center, blog articles and videos. While these customers have money, they still have questions and need to know that your product or service will solve a challenge or pain point they are facing.

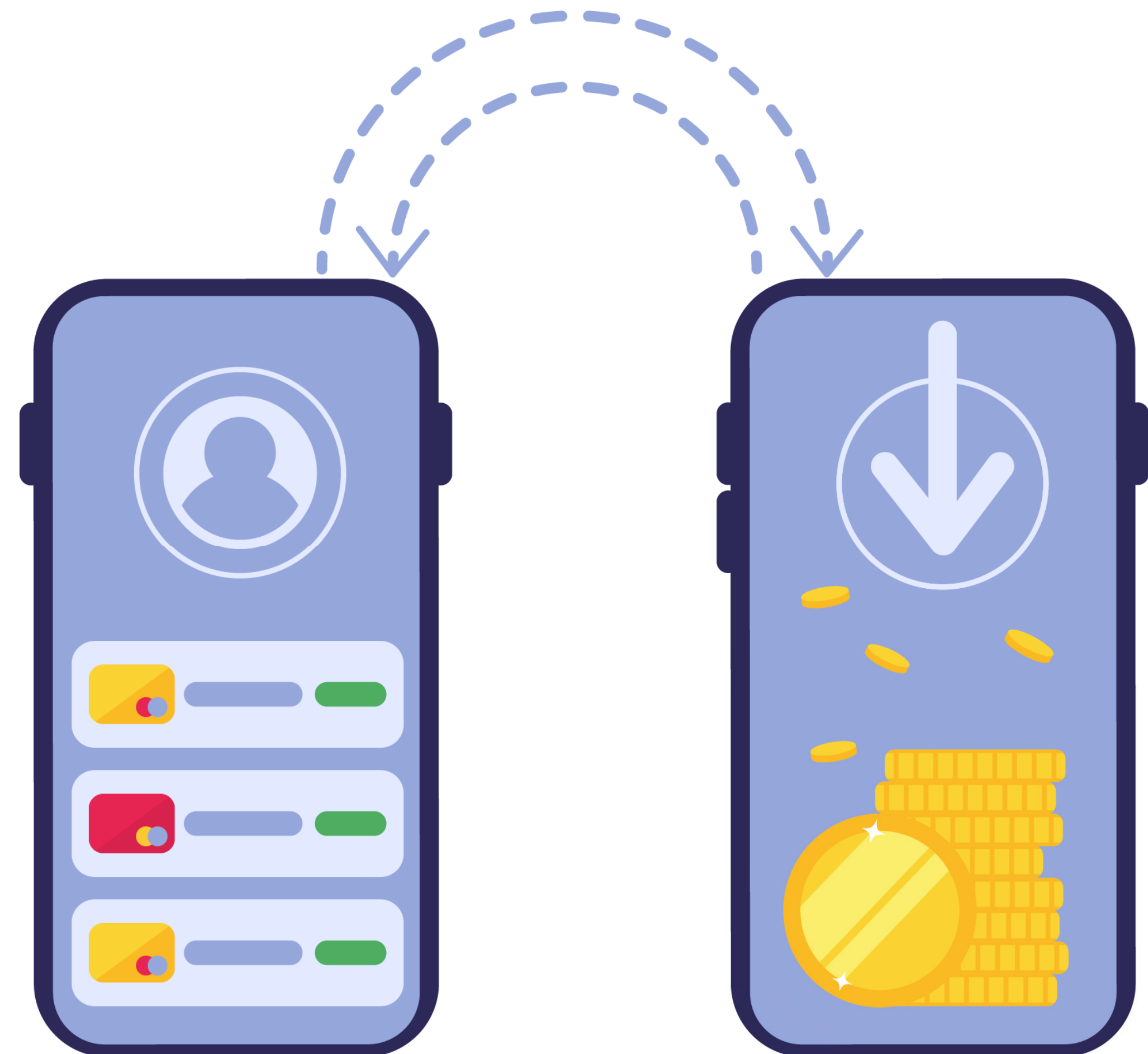


8

Build a Referral Program

An easy way to meet new affluent customers is to get your current customers to refer your business. Build a program that rewards and thanks customers who regularly make referrals. And make it simple to complete a referral, either through a website form or by sharing your contact information with a friend.

The more you make a connection to thank your current customer for the referral, the more likely it will be that they will do it again. Everyone wins with referrals, so invest accordingly.



9

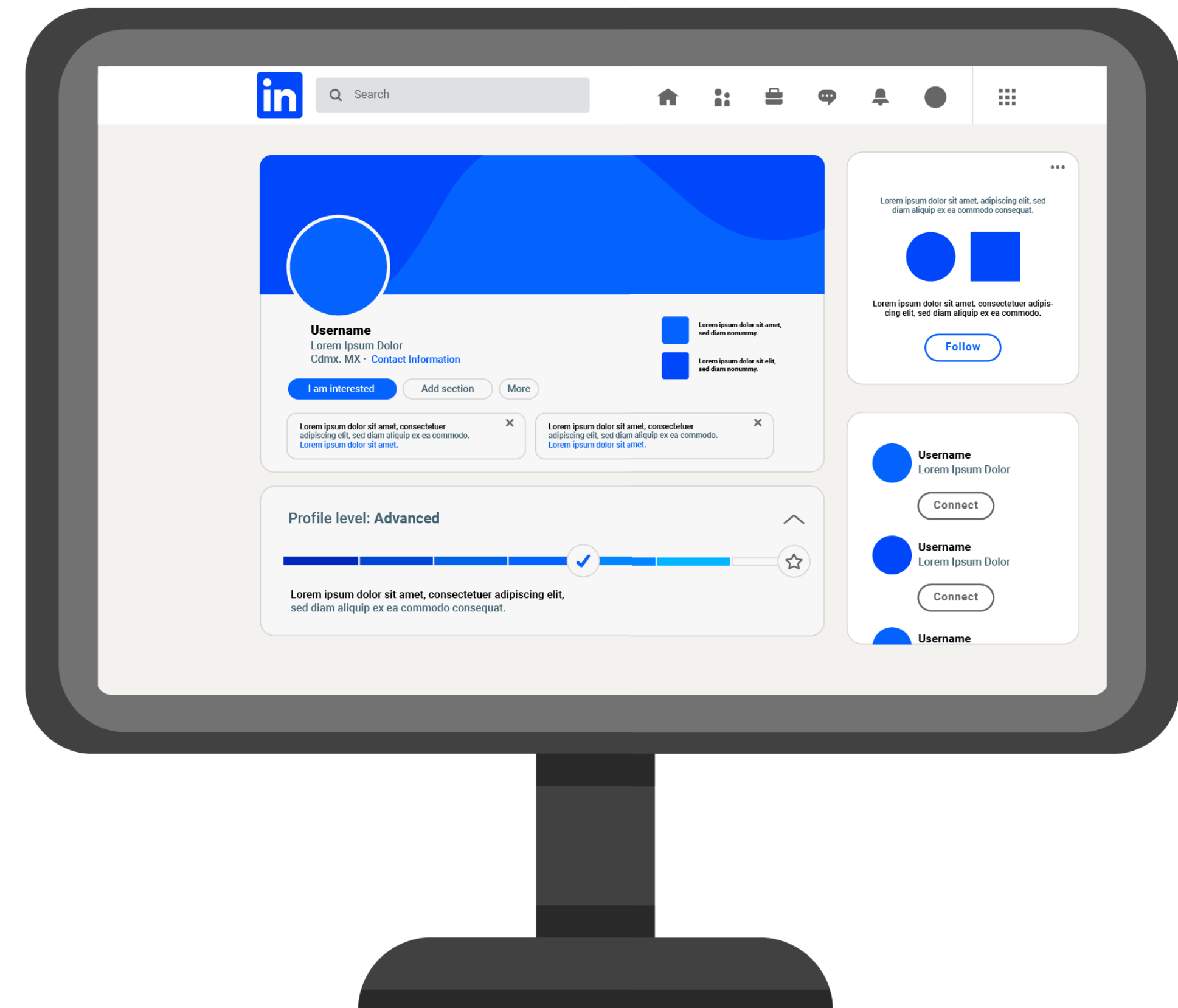
Use LinkedIn as Part of Your Social Media Mix



When building a social media strategy, don't overlook LinkedIn. It isn't something many B2C businesses think about, but affluent customers only have so much time in a day.

They are likely executives with limited time to spend on multiple social networking sites, which means they'll focus their time where they can build their careers.

LinkedIn offers the opportunity to target customers based on their job titles, which can help you make the most of your advertising spend by ensuring you're reaching an audience that will likely be able to afford your products.



10

Engage in Marketing Automation

Once a customer learns about your products and services, it will take some time for them to trust you enough to invest in what you're offering. A good way to nurture that relationship is through marketing automation.



And marketing automation lends itself to personalized messages that then can turn into one-on-one interactions without the customer knowing you automated the first messages.

Technology has advanced to the point where a text message or email sent from an automation platform looks exactly like it does when your sales team sends it personally. Then when the customer responds, the sales team can jump in as if it was always them who was interacting with the customer.

Building relationships takes time, but it's time well-spent, especially with high-end products with larger price tags.

Support for Selling to Affluent Clients

Our team will work with you to understand your customers in a meaningful way to build effective strategies to attract, engage and retain wealthy customers for your business.

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