



## 2023 EDITORIAL CALENDAR

Keeping you connected with  
your prospects, clients and  
centers of influence year-round.

### WHAT IS CONTENT MARKETING?

It's a consistent marketing strategy that revolves around the **creation, publication and distribution** of content that demonstrates to plan sponsors that you are an experienced retirement plan advisor.



## Fiduciary Plan Governance

- 1: **Defining Workplace Goals** is a Vital First Step to an Effective Retirement Plan
- 2: Fiduciary Best Practices: Why **Investment Oversight** is Important for 401(k) Committees
- 3: Why Plan Fiduciaries Need to Pay Careful Attention to **Retirement Plan Fees**

### EMPLOYER NEWSLETTER



## Employee Engagement

- 1: **Financial Wellness** Could Be the Key to Reducing Financial Stress and Improving Productivity
- 2: Importance of **Budgeting and Saving in the Workplace**
- 3: Steps Employers Can Take a **Create a Culture Of Wellness**

### BLOG ARTICLES



Investment Committee Checklist

### PLAN SPONSOR GUIDE



How Much is Employee Stress Costing You? Calculating the Cost of Workplace Financial Stress

Budget Edition

### EMPLOYEE NEWSLETTER



Retirement Planning Age and Milestones

Selecting 401(k) Investments Made Easier

### VIDEO



Costs of Financial Stress in the Workplace

Writing Your 2023 Retirement Plan Goals

### SOCIAL CARD



Examples of Different Financial Education

### BONUS



2023 Compliance Calendar

Financial Wellness Catalog



## Talent Management and Total Rewards

- 1: Creative 401(k) Plan Design Ideas to Recruit, Reward And Retain the Right Talent
- 2: Should You Add An Automatic IRA Safe Harbor To Your Plan? Cash Out, Force Out or Keep in Plan
- 3: How 401(k) Plan Design Can Increase Your Ebita Multiple

### EMPLOYER NEWSLETTER



## Future Planning Edition

- 1: Ideas For Super Savers
- 2: Plan Sponsor Headaches and Exploring Possible Remedies
- 3: End of Year Planning: 5 Ideas To Reduce Taxes

### BLOG ARTICLES



Defining and Explaining Your Total Rewards Package

### PLAN SPONSOR GUIDE



Annual Retirement Plan Questionnaire

Money Questions All Adults Should Know How to Answer

### EMPLOYEE NEWSLETTER



Holiday Budgeting and Clever Saving Tips

History of Market Fluctuations and Why Staying The Course Is Best

### VIDEO



Tax Planning for Employers

No Matter Where Your Employees Are in Their Savings Journey, They All Need A Financial Expert In Their Corner

### SOCIAL CARD



Client Appreciation

### BONUS



2024 Contribution Limits

# Attract the right decision makers with an ongoing and scalable process.

- NEWSLETTERS
- INFOGRAPHICS
- EMAIL CAMPAIGNS
- SOCIAL MEDIA
- BLOG ARTICLES
- PRESENTATIONS
- VIDEOS
- AND MUCH MORE!**



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