

# NEWS

For Immediate Release

**Media Contact:**

Jonny Swift

Impact Communications, Inc.

913-649-5009

[JonnySwift@ImpactCommunications.org](mailto:JonnySwift@ImpactCommunications.org)



## Advisor Websites and Snappy Kraken Partner to Make Marketing Easier for Financial Advisors

*New integration allows advisors to easily implement and monitor automated marketing campaigns through their website platform*

**ORMOND BEACH, FL (March 31, 2021)** – Connecting with clients just got more streamlined for financial advisors, as [Snappy Kraken](#), a MarTech company focused on helping financial professionals automate their marketing and business processes, and [Advisor Websites](#), a leading provider of personalized websites with built-in digital marketing solutions for financial services professionals, recently announced a new integrated partnership.

Adding the automated email marketing abilities of Snappy Kraken to the Advisor Websites platform allows advisors to turn their digital presence into a streamlined, flexible outreach and marketing solution by incorporating [automated marketing campaigns](#) right into their website.

"The team at Advisor Websites is phenomenal," said Robert Sofia, CEO of Snappy Kraken. "They're forward-thinking, their interface and product is great, and they put the advisor at the center of what they do. This is an integration of two best-of-breed tools, and advisors are going to benefit in a great way."

The deep integration allows advisors using Advisor Websites to easily enable prospects to opt-in to Snappy Kraken emails right from the advisor's website. Advisors will then be able to launch a select number of Snappy Kraken automated campaigns and monitor their data all from the advisor's website dashboard.

"Advisors will quickly notice how powerful this functionality is because it combines the expertise of two leaders in their fields in a streamlined way," said Alex Wingert, President of Advisor Websites. "We know there are other all-in-one tools out there. Those tools are usually only good at a few things, but not all. Our integration with

Snappy Kraken matters because it involves two companies that are laser-focused on what they each do best. We've joined forces with Snappy Kraken to help provide an amazing experience, as well as much-needed horsepower for advisor marketing.”

While the integration doesn't include the entirety of Snappy Kraken campaigns and deploys an email-only version of the platform, advisors looking for even more Snappy Kraken campaign options will be able to easily upgrade their account for full access. Both companies are offering preferred early-access rates for a limited time to celebrate the new partnership.

Advisors interested in taking advantage of boosting their business growth through marketing automation can learn more on the [Advisor Websites](#) and [Snappy Kraken](#) websites.

## **ABOUT SNAPPY KRAKEN**

Snappy Kraken provides marketing automation, online advertising, and bold, unique marketing for financial professionals. Each automated campaign on the Snappy Kraken platform is focused on achieving specific and trackable goals that grow business. All Snappy Kraken subscribers are assigned to a personal Success Specialist who helps them set up, manage, and optimize their use of the platform through monthly performance check-ins. To learn more about Snappy Kraken's solutions for financial advisors, including white-labeled enterprise solutions, and to use the new and enhanced tools recently announced, visit [www.SnappyKraken.com](http://www.SnappyKraken.com).

## **ABOUT ADVISOR WEBSITES**

Advisor Websites helps financial advisors grow their business online with a personalized website and automated digital marketing solutions – all set up to keep compliance happy and seamlessly meet archiving requirements. The easy-to-use platform and in-house support team ensure that advisors are set up for success. For more information about Advisor Websites, please visit [www.AdvisorWebsites.com](http://www.AdvisorWebsites.com).

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