

MEDIA ALERT

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First Look: 2021 “State of Digital Marketing” Report to Be Presented by Snappy Kraken

Award-winning MarTech platform will preview their comprehensive, data-filled report on digital marketing trends for financial advisors in by-invitation-only webinar on February 23rd

ORMOND BEACH, FL (February 18, 2021) – [Snappy Kraken](#), a MarTech company focused on helping financial professionals automate their marketing and business processes, just announced that they will be presenting a live webinar on Tuesday, February 23rd at 3pm EST / 12pm PST, covering their 2021 State of Digital Marketing Report, a comprehensive, data-filled report all about what's working in digital marketing for financial advisors.

This is the second year that Snappy Kraken will be publishing their marketing report. However, this year's sample size is 3x larger, analyzing 38,607 marketing campaigns deployed by financial advisors in 2020. From that data, they pulled insights that will help advisors improve their marketing efforts and set them up for success in 2021.

This initial webinar presentation on the report is by invitation only for journalists and members of the Snappy Kraken community. However, you are free to write about the webinar and the insights presented. Future presentations on the report, which will be open to the financial services industry in general, will be announced by Snappy Kraken via their website.

Journalists can register for this by-invitation-only webinar here: <https://www.stateofdigital.report/press-invite/>.

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 advisers, including white-labeled enterprise solutions, and to use the new and enhanced tools recently announced, visit www.SnappyKraken.com.

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