

## NEWS

For Immediate Release

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Finalist in Four Categories

Wealth  
Management.com  
2021 Industry Awards

Winners announced Sept. 9, 2021

# Snappy Kraken Named 2021 Award Finalist in Four Innovation Categories

*Judges Acknowledge Leading MarTech Firm for Fourth Consecutive Year as Snappy Kraken Plants New Stake in the Ground with Jolt! Marketing Conference taking place October 2021 in Las Vegas*

ORMOND BEACH, FL (June 22, 2021) – [Snappy Kraken](#), an award-winning MarTech company focused on helping financial advisors automate their marketing and business processes, has been named a finalist in four innovation categories in the [WealthManagement.com Industry Awards](#) annual competition. A perennial industry disrupter, Snappy Kraken also earlier this month announced that they will be leading the charge at the Aria Resort in Las Vegas October 20-22 as hundreds of financial advisors and allied professionals flock to the [Jolt! financial advisor marketing conference](#).

## THE 2021 AWARDS COMPETITION

The WealthManagement.com awards are judged by a [panel of independent judges](#) made up of top names in the industry and overseen by editor-in-chief David Armstrong. The seventh annual event received a record-shattering number of nominations; more than 900 entries were received from 346 companies. The final round of judging will now begin, with the winners in each category revealed on Sept. 9, 2021, at the grand gala and awards ceremony taking place at the Ziegfeld Ballroom in New York City.

**The four awards for which Snappy Kraken is a contender are:**

1. Digital Campaign of the Year – The Social Security Digital Prospecting Series for Advisors
2. Social Media Leadership – Advisor Marketing Research Report

### 3. Marketing Automation – The Cold to Gold Framework

### 4. Innovation, New Applications – Text Message Marketing Application

“We’re thrilled to be named as a finalist in four categories this year,” said Snappy Kraken CEO and co-founder Robert Sofia. “It’s an honor to be in such good company and we know how fierce the competition is. We continue to develop revolutionary products to automate advisor marketing, and radically stepped up our efforts during 2020 to ensure that advisors were able to effectively communicate with current and prospective clients during the coronavirus crash and global pandemic.”

To see how financial advisors and their assistants rate Snappy Kraken’s digital marketing content, tools, and support, click here: <http://SnappyKraken.com/love>.

## THE 2021 JOLT! CONFERENCE

The first annual [Jolt! financial advisor marketing conference](#) will be held at the Aria Resort in Las Vegas from October 20-22, 2021. Throughout three energizing days, five keynotes, and twenty-one sessions, some of the greatest minds in marketing will empower attendees with a strategy and plan for business growth.

All profits generated from Jolt! Conference tickets and sponsorships will be donated to [Invest in Girls](#), a program of the Council for Economic Education with a mission to increase the number of women working in finance by providing financial literacy programming to young women.

“Since the founding of Snappy Kraken, we’ve had plans to bring about a conference that revolves around advisor marketing,” Sofia said. “Our team is working hard to make this the no-fluff, actionable conference for financial services companies that want to get serious about marketing and the results they get.”

To learn more about the Jolt! Conference, visit [www.JoltConference.com](http://www.JoltConference.com).

## ABOUT SNAPPY KRAKEN

Snappy Kraken is an automated growth program exclusively for financial advisors. Everything they do is designed to help advisors adapt their natural relationship-building skills to the new digital world. Advisors who join get to automate their marketing and leverage Snappy Kraken’s “Cold to Gold” Relationship-Building Framework. To learn more about Snappy Kraken’s award-winning solutions for financial advisors, including white-labeled enterprise solutions, as well as the 2021 “State of Digital Marketing Report,” visit [www.SnappyKraken.com](http://www.SnappyKraken.com).

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