

# DIGITAL TRANSFORMATION BOOSTER PACK



## Digital Marketing Best Practices for Financial Services



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**Landing Page Best Practices for Your Financial Services Firm**

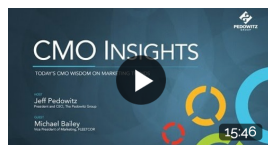
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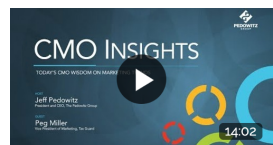
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## Financial Services Stories From Your Peers



**CMO Insights: Michael Bailey, Vice President: Digital and Acquisition Marketing, FleetCor**

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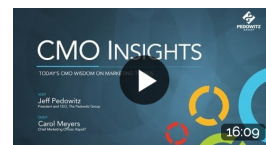
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## Who Is The Pedowitz Group?



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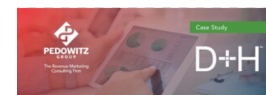
**Financial Services and Advisor Solutions for Fast-Changing Markets**

Using marketing as a differentiator to respond to and successfully compete in the customer-driven, digital and competitive environment.

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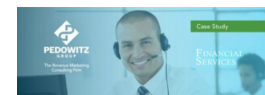


Introduction

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