

Now's the time to embrace new ways to communicate with clients.

Remote doesn't need to mean disconnected.

In uncertain and volatile times, it's more important than ever to proactively communicate with your clients. Chances are, you're fielding calls and emails from concerned investors or maybe your clients are waiting to hear from you. Now's your chance to embrace new communication tools and strategies so you can keep your entire client base confident that you're there to help guide them. Technology can help. And even if it feels intimidating, there's no better time to embrace it.

Here are **three ways** to enhance your communication strategy:

1 Email a weekly or biweekly newsletter.

Easy

- Send a group email to your client base (make sure that everyone is on BCC).
 - If your company already produces an email, be sure to send it out.
- Communicate how often you'll be sending updates and ask clients to email you if they'd like to opt out.
- Ask for feedback. Clients want information, but only if it's useful to them.

Advanced

Explore email automation platforms.

- Choose a simple template and create your message.
- Add your contacts and create an audience.
- Monitor who's opening your emails.
- Leverage the built-in unsubscribe feature.

2 Post consistently to your social networks.

Easy

Repost timely content from sources you trust — make sure it's accurate and up-to-date.

- Refer to our [Insights blog posts](#) if you need additional content.

Advanced

- Focus on one-to-three overarching ideas or topics.
 - Idea: One thing to focus on today
 - Idea: How to stay connected when working from home
 - Idea: Examples from the past that we can learn from
- Develop a schedule for posting.
- Ask for feedback and comments so you can adjust accordingly.

3 Proactively call clients or host a conference call.

Easy

Send an invite for your clients to join a conference call.

- Make sure to include a conference line and PIN so people can easily join.
- Best practices:
 - Prepare exactly what you're going to say. It should be concise and focused.
 - Encourage your clients to reach out afterward through email if they have questions or thoughts.

Advanced

Set up a video conference

- Best practices:
 - Use conference call best practices (above).
 - Conduct a test run before your event.
 - Have a backup plan in case you encounter technical difficulties.
 - Make sure you're visible on the screen. Avoid sitting in front of a bright window.

As a global company, we've been connecting with people across geographies, time zones and markets for nearly 100 years. We're committed to continuing to deliver timely, relevant thought leadership on our [blog](#) to help you stay connected to market news — and your clients.

Check your firm's policies before sending client communications.

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