What is your Content Cadence?

FMeX | Financial Media Exchange

Content-As-A-Service

Financial Media Exchange ("FMeX") is the world's largest content library built exclusively for the financial services industry. Our single mission is to help financial professionals provide personalized marketing content to their clients in order to enhance those relationships and increase sales.

Great Content Drives Customer Engagement

FMeX helps advisors manage the entire content marketing process on one platform. By managing content creation, distribution and measurement, you'll be able to scale and streamline the entire customer experience.

Publish More

Access the world's largest financial services library with over 5,000 licensed articles – boost your publishing cadence.

Own your Audience

Share content on your Facebook page with your Millennial clients, email to your Generation X clients, and mail to your Baby-Boomer clients – in seconds.

Keep it Legal

With FMeX, you are accessing licensed content, so no need to worry about copyright infringement. And we add new licensed content every week.

It's Time for Real Engagement

Customers' expectations have changed, which has really impacted buying behaviour across the entire customer journey. The customer now communicates with a business, as they want.

Businesses must learn to understand each customer and respond accordingly. FMeX moves you beyond any limitations of your CRM, marketing automation, campaign management and other systems.

Our solution enables you to interact with your customer-base, on their terms, which requires full visibility across the entire customer journey - Web, Social and Mobile.

Driving Engagement

Engage your audience, inspire confidence and generate sales with relative content on any device.

"Around 50% of people would like their wealth manager to email them once a week, and 15% of a younger sampling wanted to receive a text message from their wealth manager at least once a week."

Client Centric, Sales Enabled

For content to be valuable it needs to be organized, up-to-date and easily accessible across your organization. FMeX is your single solution, built on hub and spoke methodology. The same content can be securely accessed and distributed to your staff, intranet, microsites, clients and more.

Editorial & Publishing

Utilize fresh content for all your editorial and publishing needs, produced by the industry's most knowledgeable and respected writers. Adapt new content written to enhance your existing collateral and branding initiatives. Adopt features, interviews, articles and more, written by our creative and editorial staff.

Digital Personalization & Customization

Communications are more effective when they are relevant to the reader. Dynamically personalize your collateral to individual audiences, with FMeX. Enhance your success and profitability by customizing correspondence, literature and documents to individual clients, customers, prospects, shareholders and investors.

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Powering the Mobile Business Revolution

Features & Benefits

📰 Articles

The Articles Library contains a searchable database of more than 5000 articles licensed from established financial publishers. The library is organized in 15 recognizable categories including Business Benefit Planning, Charitable Giving, Retirement Planning, Estate Planning, Tax Planning and many more. All articles are formatted into 3 styles (HTML, Word, PDF) and available to share via email, LinkedIn, Facebook and/or Twitter.

📰 Newsletters

The Newsletter Library contains 15+ FINRA-reviewed (Financial Industry Regulatory Authority) newsletters that are published throughout the calendar year, thus allowing advisors to consistently engage with their clients and prospects. Additionally, curated eNewsletters are published daily with relevant, topical articles of interest. Newsletters can be emailed and/or printed and mailed based on a subscriber's preference.

☆ My Files

MyFiles are Your Files. FMeX MyFiles offers the ability to upload your own files into the FMeX platform. Using FMeX capabilities, including eShare and our personalized responsive share page, you are able to share your files with prospects and clients via email and social media outlets. The intuitive and easy to use interface makes it a breeze to manage your own content on FMeX.

▦ Videos

The Video Library contains 50+ FINRA-reviewed videos organized by categories such as Retirement Channel, College Planning Channel, Business Owner Channel and Benefits Channel. Each video can be viewed instantly on an embedded media player or shared via social networks. All videos (and all FMeX media for that matter) are archived for future consumption and for compliance purposes.

📅 Editorials

FMeX Editorial Board offers weekly insights into breaking news, as well as in-depth reporting on the issues, trends, and ideas it sees driving the markets and the economy. FMeX's Editorial Calendar shows recommended newsletters and topical content to send to clients, removing the need to remember important financial event dates.

👥 Social & Sharing ⤵

FMeX's solution makes managing and sharing social content a breeze. Users can publish articles, trending social media and other "Snackable" content to their Facebook, Twitter and LinkedIn — All from one location. Subscribers have access to our vast library of pre approved content to openly share on their social networks.

📱 Mobile

For organizations that want to maximize the productivity of their mobile workforce, FMeX delivers a powerful, intelligent and collaborative solution that automatically and securely delivers the most relevant content to the right users directly to their mobile device – with all the productivity capabilities needed to interact with and present content delivered in one integrated, intuitive platform.

🔒 Security

Role-based access, and content governance controls determine who should get what content, what they can or can't do with content as well as where content can or shouldn't reside. Mobile device whitelisting and a secure browser are provided to aid in controlling content access. Content is fully encrypted at-rest as well as in-motion and can be remotely wiped from a mobile device.

⦿ Content Management

Automatically deliver the right content to the right users, regardless of where the content resides, directly to their desktop and mobile devices. Content is organized based on relevance attributes and renders with complete fidelity on any device. Built-in compliance workflow.

⚙ Integrations

Integrate with your current systems. With FMeX, you can integrate your content wherever it lives, including your content management system, CRM's such as SalesForce and RedTail, intranet, file servers, or cloud-based solutions including DropBox and Google Drive. Share content out to your mobile workforce, and collect valuable information in the field.

◎ Content IQ

Content Intelligence system provides visibility & fine-grained measurement of your content's utilization as well as intelligence for content that is most relevant given a number of attributes such as a mobile user's role, association, a company's particular industry or customer type or content that's best used at a particular stage in a process, time, location & more.

📰 User Experience

FMeX provides an engaging, intuitive, easy to use interface in a consumer application-like environment. The FMeX experience is completely configurable to the way users and organizations want their content displayed— on their desktop as well as their mobile devices.

FMEX-ADVISOR-SSHEET

visit www.fmexdirect.com

For a Free Trial

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