



CRAFT ON TAP

MARKETING PODCAST

Should RIAs Try Google Local Service Ads?

Featuring Stephen Beach & Faustin Weber, Craft Impact

Google Local Service Ads (LSAs) help you reach people searching for a financial advisor in your area. They work best for firms that already have a strong marketing foundation in place.

Build This First

- ✓ Google Business Profile, fully optimized
- ✓ A strong volume of online reviews
- ✓ Local landing pages by service area
- ✓ An active content & SEO strategy

What Google Requires to Launch

- ✓ Identity verification
- ✓ License confirmation
- ✓ A video walkthrough of your office
- ✓ A fast process to answer calls & follow up

The Upside

Firms show up the exact moment someone searches for an advisor. That's local, high-intent traffic — a stronger lead source than generic keyword, display, or social campaigns.

The Watch-Outs

Many “financial advisor” searches are really people looking for debt or mortgage help — clicks that cost money and go nowhere. Affluent ZIP codes convert better, but competition runs steeper too.

REAL RESULT

One firm built a strong local presence through Google reviews, local content, and SEO before adding Local Service Ads. Within weeks, they were having qualified conversations with new prospects.



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