



Nour Private Wealth

WSI helped Nour Private Wealth take their business to new heights by becoming the marketing resource they can't live without.

BACKGROUND

Nour Private Wealth specializes in meeting the needs of Canada's growing number of high-net-worth households. Nour Private Wealth realizes that all clients are different, and their investment and wealth planning needs evolve with time. The company's success in developing long-lasting client relationships is founded on shared values, a thorough understanding of its client's goals, and a keen desire to earn their trust and confidence.

The Nour Private Wealth team provides expertise across all facets of the wealth management spectrum. From portfolio construction and wealth planning to insurance and private capital, they make it their mission to cover all bases to help ensure their clients' financial security over the long term.

Visit: www.npw.ca

CHALLENGES

When Nour Private Wealth got in touch with the WSI Team, there were many challenges to be tackled:



Low Site Traffic:

Their organic site traffic was very low, especially compared to their competitors. Beyond that, there were also notable drops in traffic of over 30% that could not be accounted for.



No In-House Marketing Expertise:

The company didn't have any in-house expertise in marketing, nor did it have a specific marketing strategy that addressed its long-term business goals.



Low Website Authority:

Their website authority score was relatively low when compared to their competitors. Nour Private Wealth only had 49 keywords in the top-10 rankings, most of which were branded and not industry-specific.



So, realistically where I'm at is that I am never letting Dominic or his team go. I would be flying blind without them. The relationship that I have with them is just open and honest. He's willing to work with everybody, which is not something that you see...but Dominic's willing to do independent meetings with every part of our team to make sure that our goal is always holistic, so it's just a very different outlook than what I've been dealing with. I would never ever leave WSI or Dominic and his team.

Sam Patrickson
Director, Operations, Nour Private Wealth

SOLUTION

After some honest discussions, WSI and Nour Private Wealth were able to collaborate and come up with a tailored strategy for their business, including:

1. A unified **content strategy** that spoke to all aspects of their overall marketing strategy.
2. **Social media marketing** to get the Nour Private Wealth brand in front of their ideal potential customers.
3. A comprehensive **SEO strategy** to help elevate their online visibility.
4. **Email campaigns** that were managed and optimized for their target market.
5. A **marketing system** for consistent opt-in and subscription tracking to ensure CASL and GDPR compliance across their digital marketing efforts.



RESULTS

Nour Private Wealth has reached new levels of success thanks to WSI's amazing support and planning. Here are some of the top results they have achieved so far:

3X

Marketing efforts led to 3x more traffic to the website.

OVER 850%

Number of keywords ranked grew from 49 to 467 (that's a 853% increase).



Their website authority score rose from 28 to 38.



Improved the overall security of their website and app through client-managed hosting.

FUTURE PLANS

The WSI team will continue to work with Nour Private Wealth on their digital marketing strategy. They have plans to develop a brand-new website and shift their CRM to HubSpot. The WSI team is helping Nour Private Wealth with other evolving business strategies as well.

Is your organization in need of similar support and results?
Get in touch with WSI today to consult with one our digital marketing experts.

www.wsiworld.com/speak-with-a-wsi-expert