

## AdviceWorks™ Promotions in MarketingCentral

Ready to promote AdviceWorks™ **with clients**? MarketingCentral® by Cetera has you covered! Access an assortment of emails and pre-written webpage content that you can easily add to your FMG Suite website. Use this guide to learn how to get started with your AdviceWorks promotions.

### Email

MarketingCentral subscribers can find all AdviceWorks emails in the **Content Library** under the **Emails** tab, or within the **Cetera Tools & Technology** “Collection” beneath the Content Library.

- To narrow down your search in the Content Library, type “AdviceWorks” as the keyword in the search box.
- To the right of the email title, under the **Actions** area, click the **Use** link.

← Back to Content Library

**COLLECTION: CETERA TOOLS & TECHNOLOGY**

Q e.g. retirement or infographic Filters ▾

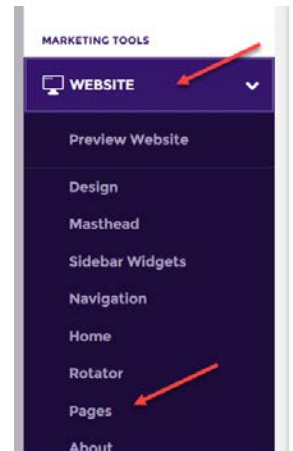
TITLE ⇅	TYPE ⇅	AUTHOR ⇅	ACTIONS
<b>NEW</b> Introducing AdviceWorks™	Email	Cetera	Use Details
<b>NEW</b> Getting Started with AdviceWorks™	Email	Cetera	Use Details
AdviceWorks: eDelivery Enrolled	Email	Cetera	Use Details
AdviceWorks: eDelivery General	Email	Cetera	Use Details
AdviceWorks: eDelivery Not Enrolled	Email	Cetera	Use Details

### Website Page

If you’re an FMG Suite Website subscriber, there’s an AdviceWorks web page available in the **Website** section of MarketingCentral, which you can edit and post to your FMG Suite website.

- Go to **Website > Pages**.

- Find the page titled **AdviceWorks™**.
- To view the page, you would go to your **website** tool and select **Pages** and you will find “AdviceWorks synced from Cetera”



MarketingCentral **ATTRACT™** MARKETING CALENDAR INBOX DRAFT 1 COMPLIANCE MARKETING@CETERA

**DASHBOARD**

**MARKETING TOOLS**

- WEBSITE
- Preview Website
- Design
- Masthead
- Navigation
- Home
- Rotator
- Pages**
- About
- Blog
- Team Members
- SEO
- Referrals
- Popups
- Settings

**AUTOMATED MARKETING**

**PAGES**

You have the ability to make as many pages for your website as you like. Create a new page by clicking the "+ Add Page" button. To edit a pre-existing page, simply click "Edit." A new page is not automatically added to your top navigation unless you specify during the page creation. You can add any page to the top navigation of your website by using the [Navigation](#) page.

[? Learn how to use this page.](#)

Dashboard / Website / Pages PREVIEW WEBSITE

[+ Add Page](#)

TITLE	STATUS	PIN	ACTIONS
About Cetera Advisor Networks <span>Synced from Cetera</span>	Published		Preview   Copy   Delete
About Cetera Advisor Networks <span>Synced from Cetera</span>	Published		Preview   Copy   Delete
About Cetera Advisors <span>Synced from Cetera</span>	Published		Preview   Copy   Delete
About Cetera Advisors <span>Synced from Cetera</span>	Published		Preview   Copy   Delete
About Cetera Financial Specialists <span>Synced from Cetera</span>	Published		Preview   Copy   Delete
About Cetera Financial Specialists <span>Synced from Cetera</span>	Published		Preview   Copy   Delete
About Cetera Investment Services <span>Synced from Cetera</span>	Published		Preview   Copy   Delete
About Cetera Investment Services <span>Synced from Cetera</span>	Published		Preview   Copy   Delete
<b>AdviceWorks™ <span>Synced from Cetera</span></b>	Published		Preview   Copy   Delete
Cetera Advisor Marketing Team	Published		Preview   Copy   Edit   Delete   Add Pin
CETERA INVESTMENT MANAGEMENT <span>Synced from Cetera</span>	Published		Preview   Copy   Delete
Cetera Market Perspectives <span>Synced from Cetera</span>	Published		Preview   Copy   Delete
Current News	Published		Preview   Copy   Edit   Delete   Add Pin
Decipher™ <span>Synced from Cetera</span>	Published		Preview   Copy   Delete

- To add it to your website, you would need to select where you want it to be. To add it to your main navigation, you would need to select **Navigation** from **Website** and **+Add New Item**.

**EDIT WEBSITE NAVIGATION MENU**

Below is an expanded view of your website navigation menu. By dragging and dropping the pages and sections below, you can change how visitors use your website. You can edit and delete current links. You can also add new navigation sections or pages to further customize your website.

Dashboard / Website / Navigation

**+ Add Nav Item**

+ Our Team	Custom Link	edit	delete
+ Marketing Webinars	Custom Link	edit	delete
+ Resources	Custom Link	edit	delete
+ Schedule a Consultation	Custom Link	edit	delete
+ Pentameter@	Custom Link	edit	delete
+ Current News	Custom Link	edit	delete
+ Cetera Investment Management	Custom Link	edit	delete
+ Cetera Market Perspectives	Custom Link	edit	delete
+ Emotions and Investing	Custom Link	edit	delete

**PREVIEW WEBSITE** **PUBLISH** **REVERT**

- Select where you want it to be accessed. If you select “Parent” it will be a top navigation item and “Child” will add it to the drop down. You will want to find “AdviceWorks” in the drop down for Link To and then select which tab it should be a part of for parent.

**Add a new navigation item**

**Nav Label** AdviceWorks

**Nav Type** Child (dropdown level)

**Link To** AdviceWorks™

**Parent** Resources

**Add** **Cancel**

- It will now show you how it will be placed on the site. If you are ready to make it live, select “Publish” or you can “Preview Site”.

- Once you select “Publish” it will automatically go live on your site. You can also “Preview Website.”

## ADVICEWORKS™

Please contact Cetera's dedicated MarketingCentral support team at FMG if you need assistance by calling 858.312.5621 or emailing [cetera@fmgsuite.com](mailto:cetera@fmgsuite.com).