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CAPTRUST Senior Director Featured in *Financial Advisor* Article

CAPTRUST's John Curry is the lead source for an *FA Magazine* article by Chris Robbins that discusses the importance of media relations, centers of influence, advertising, community involvement, and social media to grow your business.

CAPTRUST Senior Director of Marketing [John Curry](#) is the lead source for an article on [Financial Advisor](#).

The article, titled "Low-Cost, Local Marketing Can Enhance Advisor Growth" and written by [Chris Robbins](#), discusses the importance of media relations, centers of influence, advertising, community involvement, social media, and opportunities to boost advertising in unconventional ways.

"A lot of people overlook associations as centers of influence," said Curry. "There are multiple associations for every niche—groups of roofing contractors or associations of dentists and societies of engineers. They all have newsletters, websites and affiliate programs and directories from which you can build a list of prospects."

As the primary source throughout the article, John's insight and commentary furthers CAPTRUST's message that the firm is committed to their local advisors and truly understands how advisors can boost their marketing efforts, no matter the size.

Click [here](#) to see the full article.

About CAPTRUST

CAPTRUST Financial Advisors is an independent investment research and fee-based advisory firm specializing in providing retirement plan and investment advisory services to retirement plan fiduciaries, endowments and foundations, and executives and high-net-worth individuals. Headquartered in Raleigh, North Carolina, the firm represents more than \$278 billion in client assets

from its offices located across the U.S.

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