

The Digital Savvy Adviser **2025** by Rianne Oosthuisen



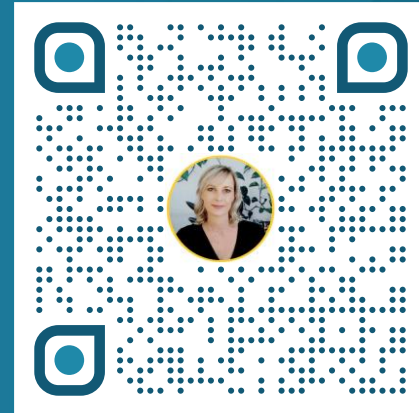
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Recap



JUL 2024:

- Digital Drivers & Stats in South Africa 2024
- Google Business Profiles
- Mobile-First Strategy
- WhatsApp Marketing
- 7 Marketing Must-Haves

SEP 2024:

- Staying Visible to grow your business
- WOMM Marketing
- Collecting Social Proof
- Displaying Testimonials
- **Process!**
- Asking for referrals / Warm Introductions

FEB 2025:

- Purchase Drivers in South Africa 2025
- Hyper-Local Marketing
- Google Business Profiles
- Tools
- Short-Form Video
- Success-Formula
- Corner-Stone Content Intro

Session 1 Session 2 **Session 3** Session 4 Session 5 Session 6

The Digital Savvy Adviser: Quick Wins to Master Client Engagement

Rizanne Oosthuisen



Explore the latest statistics and trends in digital engagement, focusing on social media and internet usage in South Africa. We will examine platform trends and provide expert insights on where financial advisers can achieve the best ROI.

Key points include understanding the current landscape of digital engagement in South Africa; Leveraging digital platforms for effective client communication; Identifying the most impactful digital tools for advisers; Strategies to enhance client engagement and grow personal brands; And practical tips to stay top of mind with clients.

Join Rizanne from ProfileMe to discover how to elevate your client engagement strategies and achieve digital success in 2024.

Download Rizanne's Slides

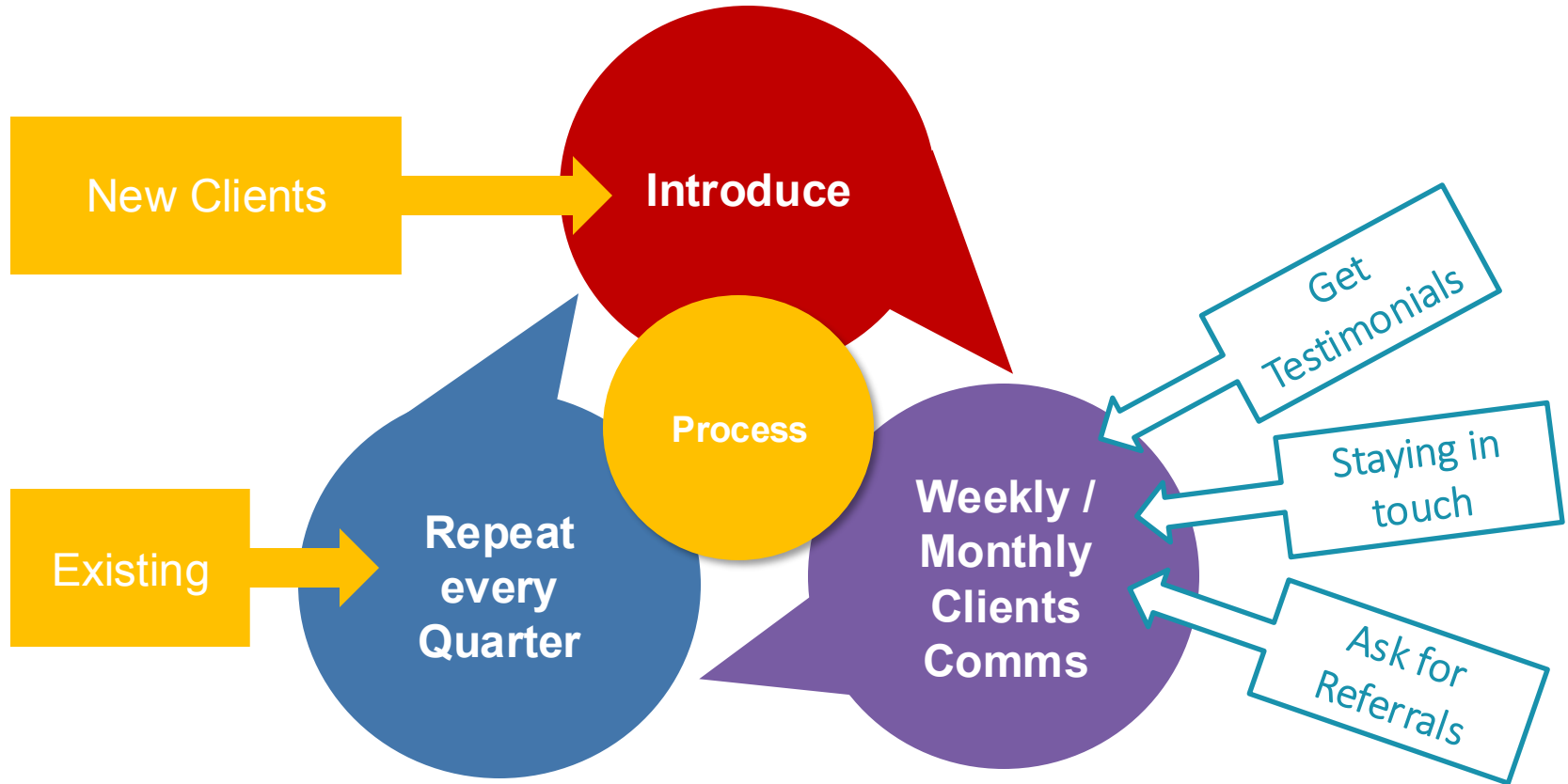
[Click here to download](#)

- PROpulsion Kick Off 2025
- Day Of CPD Recordings >
 - Day Of CPD February 2025 Recordings
 - Masterclass: Unlock New Value Streams
 - Day Of CPD September 2024 Recordings
 - Day Of CPD July 2024 Recordings



<https://www.propulsion.co.za/day-of-cpd-july-2024-recordings/#>

Process!





State of Digital SA 2025



Digital Drivers in SA



We are online



We are mobile



~~We are engaging~~



We love WhatsApp



We love video



Where to get **the Stats**



Global Report: <https://datareportal.com/reports/digital-2025-global-overview-report>



SA Report: <https://datareportal.com/reports/digital-2025-south-africa>






Corner Stone Content





One piece of high-value, foundation content repurposed across multiple platforms for **maximum impact + saving time.**

Why It Matters:

- **Saves Time & Effort**
Instead of creating endless content, maximise impact with fewer, high-quality pieces.
- **Boosts Visibility**
One strong content asset, distributed widely, increases reach across multiple channels.
- **Strengthens Brand Consistency**
Key message stays clear, reinforcing expertise.
- **Maximizes ROI**
Get more mileage out of a single content piece instead of constantly reinventing the wheel.
-  **Brands that strategically repurpose content experience up to 10X more reach than those creating one-off posts.**

SML Approach



1



Budget
Speech
2025

+

CTA:
What
must they
do?

2

SMALL
(BITE SIZE)

Stories / WhatsApp Status / Polls
(15-30 Seconds)

Image / Video

+

CTA

3

MEDIUM

WhatsApp Broadcast | Social Posts |
Video Reel (30 – 90 Seconds)

Image / Video

+

Short Write Up

+

CTA

LARGE
(LONG FORM)

Newsletter | Blog | Article / LinkedIn
Article | YouTube | Podcast

Image / Video

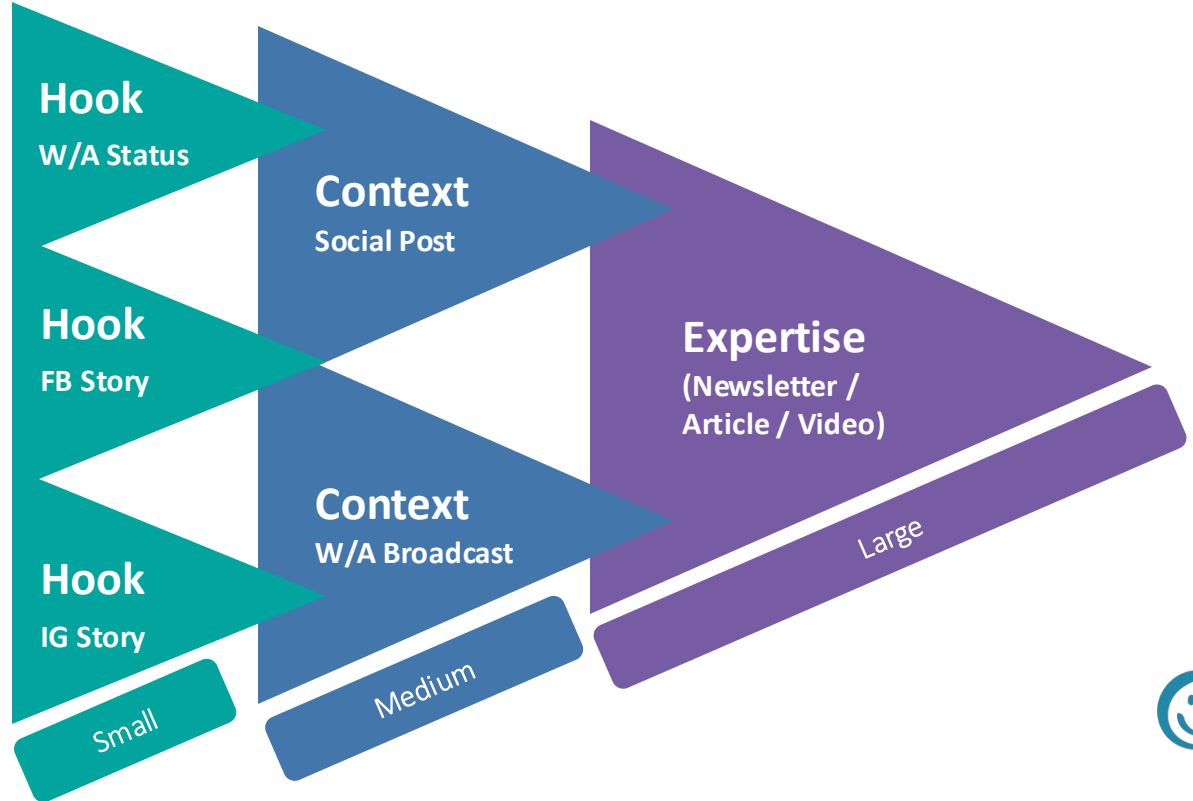
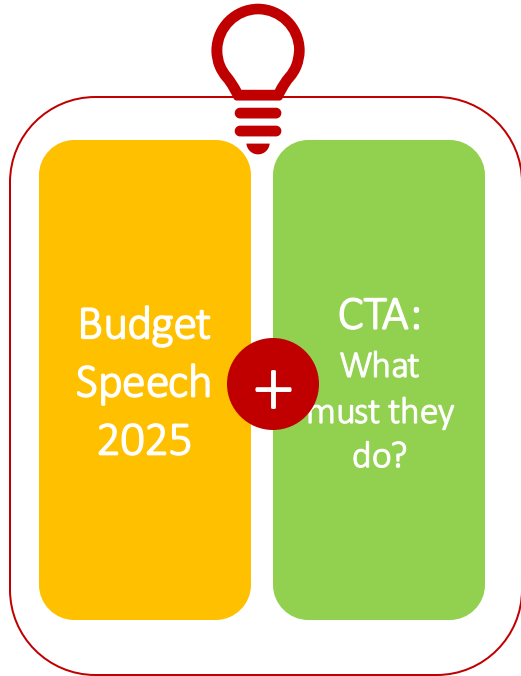
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Long Write Up

+

CTA

Frequency

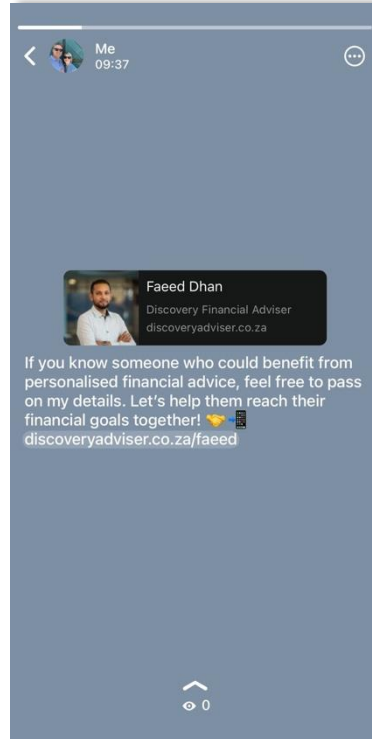
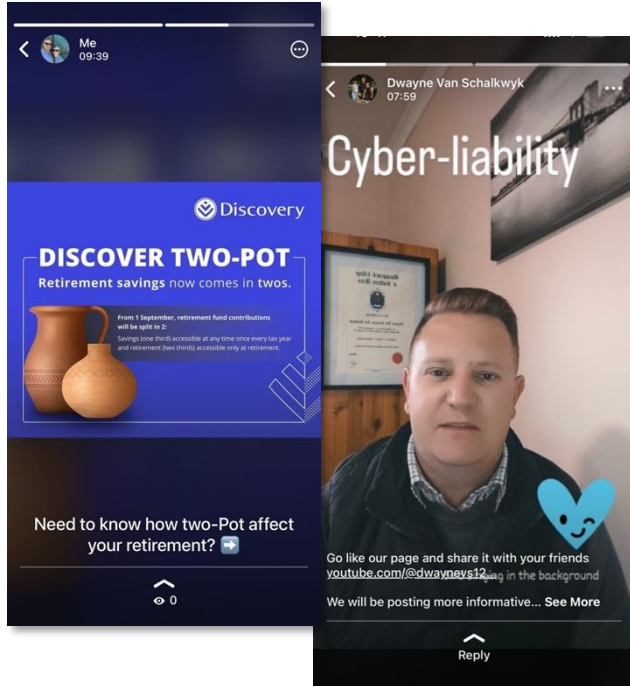


Small: 15-30 Seconds / 24 hrs

Image / Video

+

CTA



WhatsApp Status (24hrs)



FB Story (24hrs)



IG Story (24hrs)



TT Story (24hrs)



YT Shorts

Polls

Medium: 30-90 Seconds

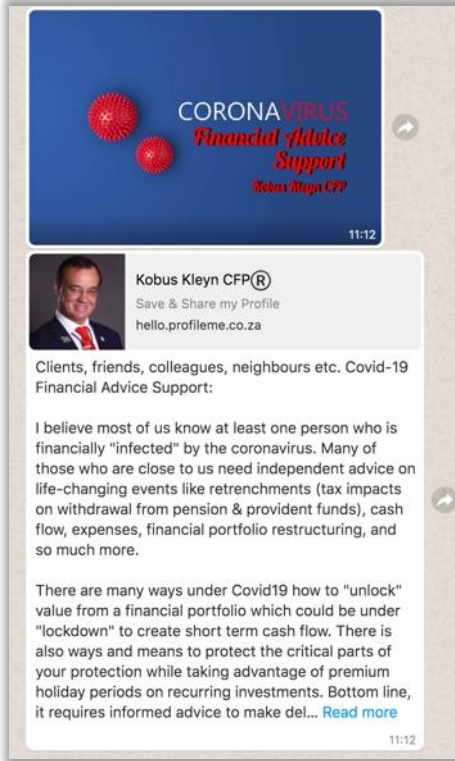
Image / Video

+

Short Write Up

+

CTA



WhatsApp Msg



FB Post / Reel



IG Post / Reel



TT Video



YT Short / Video



LinkedIn Post



X Post

Large

Image / Video

+

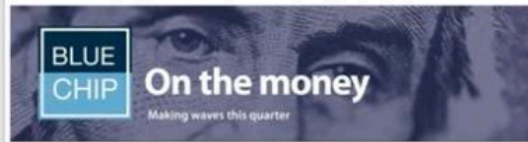
Short Write Up

+

CTA



Blue Chip | Issue 87 – May/June/July 2023



Book review and multiple-winning award winner

ACCELERATE YOUR BRAND



The book is organized into 18 chapters, each of which covers a specific aspect of personal branding. The first five chapters focus on the importance of branding and how it can be used to differentiate oneself in a competitive market. The author then delves into establishing an online identity and personalizing one's brand to create a lasting impression. The book focuses on how personal recognition can be used to build brand credibility. The author emphasizes the importance of

developing one's expertise to establish oneself as a thought leader in the industry. The final chapters provide insight into the future of branding within the financial services profession and offer strategies for professionalizing a brand to ensure long-term success.

The author also delivers valuable advice on how to promote a brand through networking, public speaking and other effective methods. Accelerate Your Brand is an excellent resource for anyone looking to establish a powerful personal brand in the financial services profession. The book is well-organized, easy to read, and provides practical advice that can be implemented immediately. As a gift eBook, it is a valuable addition to any financial services professional's digital library.



This eBook is a gift as part of the author's principles of giving it forward.

Blog

Article



LinkedIn Article



Video

Podcast

Newsletter

Webinar

Success Formula



- 1 **Hook in 3 Seconds** – Start with a question or bold statement.
- 2 **Keep It Short & Valuable** – 30-90 seconds max.
- 3 **Use Captions** – 85% of people watch without sound.
- 4 **Add a CTA (Call to Action)** – “DM me for a consultation!”
- 5 **Be Authentic** – No need for fancy production—just **show up!**
- 6 **Keep it evergreen & Consistent!**



Thank you!

