

Outreach & Marketing Division

GROWTH & OUTREACH

AI-Driven Targeting. National Campaigns. Community Engagement.

DIVISION OVERVIEW

The Outreach & Marketing Division drives client acquisition, public awareness, and community engagement for EH Capital Group Inc. Through AI-driven demographic targeting and strategic national marketing campaigns, this division manages the organization's brand presence, onboarding frameworks, and community outreach initiatives across all 15 regional hubs — fueling EH Capital's national growth.

KEY METRICS

<p>15 National Regional Hubs</p>	<p>AI-Driven Demographic Analysis Targeting Tools</p>
<p>Digital, Community, Corporate Campaign Types</p>	<p>15,000+ Referral Clients Client Acquisition Goal</p>

CORE RESPONSIBILITIES

- Develop and execute national marketing campaigns and brand strategy
- Deploy AI-driven demographic targeting for client acquisition and community outreach
- Manage national onboarding frameworks and strategic engagement programs
- Oversee community engagement initiatives across all 15 regional hubs
- Coordinate with all divisions on marketing support and public communications
- Track and report on marketing performance, client acquisition metrics, and brand reach

FEATURED PROGRAM

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National Onboarding & Outreach Framework

The National Onboarding & Outreach Framework is a comprehensive strategy for engaging, educating, and onboarding new clients and community members into EH Capital Group's programs. Through targeted outreach, community events, and digital campaigns, this framework ensures that every potential client receives a welcoming, informative, and empowering introduction to EH Capital's mission.

STRATEGIC GOALS

- Achieve 15,000+ referral client acquisitions by FY 2026
- Launch a national brand awareness campaign reaching 5 Million+ impressions
- Develop a digital onboarding platform for seamless client enrollment
- Establish EH Capital as a nationally recognized wealth management brand