

## Have and use a system to oversee your firm's marketing efforts

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The **SEC** expects your policies and procedures to include a look at the "accuracy of disclosures made" in advertisements but it doesn't lay out a concrete system for firms. How you do this is up to you.

Smaller firms may rely on tools like a log that tracks marketing pieces and compliance's oversight. Larger firms, like **ING Investment Management** (\$2.4B in AUM) in New York, even build their own proprietary system to monitor their extensive marketing. ING calls its home-grown system the "marketing compliance portal," says **David Chung**, senior compliance officer of sales and marketing.

Marketers must use the system when completing a piece. It sends to compliance information about the ad, which also arrives as an attachment. The portal records the approval process and serves as a library for the pieces.

Compliance staff also meet monthly with the marketers "to discuss any changes in the regulatory landscape," says Chung. "It also gives us an opportunity to ask our marketing colleagues [about] 'what's coming down the pike, what are you guys doing?'"

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If smaller firms can't afford a software approach, paper makes for a good back up. An example of a [marketing log](#) and a [marketing review form](#), both courtesy of **Michelle Kennedy**, consultant with **Compass Compliance Services** in Greenwood, S.C., can be found at [IAWatch.com](#).

Kennedy recommends a method similar to Chung's. Use the review form and staple the marketing piece to it. Better still, because "electronic storage is so easy" these days, create a folder on your computer to store the PowerPoints and other marketing files. They'll be easier to find. "This goes a long way whenever you have an exam," she says.

She also recommends maintaining a marketing committee consisting of the CCO, a principal, research analyst and a compliance assistant. It should meet quarterly, keep minutes and review marketing materials and performance presentations as well as discuss future marketing.

Keep a log of all marketing efforts. The CCO should approve all standard marketing materials. Non-standard materials - which Kennedy defines as anything that varies from standard slides - would go through the marketing committee. The CCO should periodically review the log to confirm the process is working, she adds.