

# 2024 New Content

RSG's marketing strives to keep our team and their clients informed on news, trends and insights.

## QUARTER 1

### FIDUCIARY PLAN GOVERNANCE

#### BLOG ARTICLES

- [5 Helpful Ways to Organize Your 401\(k\) Fiduciary Files](#)
- [Unlocking Tax Relief and Employee Appreciation: The Power of Profit Sharing](#)
- [Is It Time to Benchmark Your Company's Retirement Plan?](#)
- [Understanding 401k Loans](#)

#### PLAN SPONSOR GUIDES

- [2024 Compliance Calendar](#)
- [Isolved Resources](#) page update
- [RSG Vanguard Access Instructions Sheet](#)

#### WEBINAR

- [2024 Market Outlook Webinar](#)

#### NEWSLETTER

- [Happy New Year 2023](#)
- [Fiduciary Plan Governance](#)

#### SOCIAL POSTS (35 total - 3 per week)

#### DOWNLOADS

- [Mastering the Art of Savings Buckets](#)

#### CONTENT

[isolved Enrollment Drip campaign](#)

[Email Template Library](#)

- [Confidence in Crisis \(Prospects\)](#)
- [Total Rewards \(Prospects\)](#)
- [401\(k\) Strategies \(Prospects\)](#)
- [Secure 2.0 Updates \(Prospects\)](#)
- [New Year/ New Plan Design \(Prospects\)](#)
- [Strengthen Your 401\(k\) Offering \(Prospects\)](#)
- [Center of Influence Meeting Request \(COI\)](#)
- [Client Referral Request \(Clients\)](#)
- [Plan Check Up \(Clients\)](#)
- [Request a Meeting \(Clients\)](#)

## QUARTER 2

### EMPLOYEE ENGAGEMENT

#### BLOG ARTICLES

- [Helping Early-Career Employees Navigate the Saving Maze](#)
- [Overcoming Mid-Career Retirement Savings Hurdles](#)
- [Boosting Retirement Confidence for Near-Retirees](#)
- [Fiduciary Pain Points in real life](#)

#### PLAN SPONSOR GUIDES

- [401\(k\) Plan Design for an Age-Diverse Workforce](#)
- [Understanding the DOL Fiduciary Rule Update](#)

#### NEWSLETTER

- [Employee Engagement \(May\)](#)

#### SOCIAL POSTS (33 total - 3 per week)

- [What is a Fiduciary Advisor](#)

#### WEBINAR

- [Financial Wellness w/ RISE, Taxation Strategies](#)
- [Strategic Wealth Management webinar](#)

#### DOWNLOADS

- [Pre-Tax vs Roth Contributions](#)
- [Rollover: Consolidating Retirement Accounts](#)
- [What Does It Take to Be Financially Healthy?](#)

#### CONTENT

- [RSG Advisory Awards/Honors](#)
- [Updated Trustee Deck template 2024](#)
- [Q3 Compliance Deadlines email \(Clients\)](#)
- [End of Quarter sales email template](#)
- [Banner and table cloth](#)



PLAN SPONSOR, FIDUCIARY EDUCATION



EMPLOYEE EDUCATION



DIGITAL COMMUNICATION

## QUARTER 3

### INNOVATIVE PLAN STRATEGIES

#### BLOG ARTICLES

- [Exploring In-Plan Retirement Income Solutions](#)
- [7 Questions to Help Optimize Your 401\(k\) Plan](#)
- [SECURE 2.0 Update: Looking Ahead](#)

#### PLAN SPONSOR GUIDES

- [Guide to Crafting an Effective and Competitive 401\(k\) Plan](#)

#### WEBINAR

- [2024 Mid-Year Market Update](#)

#### NEWSLETTER

- [Employee Engagement Innovative Strategies \(August\)](#)

#### SOCIAL POSTS (36 total - 3 per week)

#### WEBINAR

- [RISE/Invesco: People care about elections. Markets Don't.](#)

#### DOWNLOADS

- [Rollover: 401\(k\) Distribution Options](#)
- [Rollover: Consolidating Retirement Accounts](#)
- [Impact of Taking a 401\(k\) Loan](#)
- [Traditional 401\(k\) vs Roth 401\(k\)](#)

#### CONTENT

- [Brand Message Playbook](#)
- [Q4 Compliance Deadlines email \(Clients\)](#)
- [Email: 401\(k\) plan strategy 2024 & 2025 \(Prospects\)](#)

## QUARTER 4

### PLAN DESIGN & ADMIN

#### BLOG ARTICLES

- [Retirement Plan Review: From Participation Rates to SECURE 2.0](#)
- [5 Common Retirement Plan Errors and Fixes](#)
- [Strategies to Address Delayed Retirement](#)
- [Build a Dream Team article](#)

#### PLAN SPONSOR GUIDES

- [Compliance Action Steps Checklist \(Clients\)](#)
- [Understanding DB Plans \(Clients, Prospects, Influencers\)](#)
- [Thinking Through DC Plans \(Clients, Prospects, Influencers\)](#)

#### NEWSLETTER

- [Plan Design and Administration Newsletter \(Nov\)](#)

#### SOCIAL POSTS (34 total - 3 per week)

#### WEBINAR

- [Beyond the 401\(k\) Strategies for Saving](#)

#### DOWNLOADS

- [Complete Financial Checklist](#)

#### CONTENT

- [CPA and Tax Advisor Partnership campaign: one-pager and email](#)
- [Disaster Relief Guide and email](#)
- [Contribution Limits + Email \(Clients\)](#)
- [Email and Download: Disaster Relief Guide + Email \(Clients\)](#)
- [Email: Season of Thanks client referral \(Clients\)](#)
- [Email: End of Year Review \(Prospects\)](#)
- [Master Participant Education Presentation--9 customizable modules \(Participants\)](#)
- [Standard Presentation Template](#)
- [New Letterhead--RSG + RSG Advisory](#)