What are asset management marketing pros doing to compete more effectively?

1. Using a centralized marketing structure.
   - A centralized structure is more efficient and promotes better coordination across channels and products.
   - Of all firms report using a centralized structure.

2. Increasing staff.
   - Firms across all tiers have added an average of 8 new marketing FTEs since 2013.

3. Having a marketing plan. In writing.
   - For a written marketing plan to be most effective, it must be developed in conjunction with the sales organization and support the broader business plan.
   - Of all firms have a written marketing plan.

4. Focusing on specific social media platforms.
   - Twitter, LinkedIn and YouTube lead all other social media platforms by a significant margin among asset managers and as such should be receiving the majority of your attention and resources, but keep an eye on new and emerging channels.

5. Offering high-interest, engaging value-add programs.
   - Value-add programs can be expensive. To get the most out of them, make sure they are in sync with firm brand and positioning.