

# Marketing 2018: Optimizing Marketing Strategies

December 2018

## ON STAFFING

High impact areas—web, content, channel, brand, product, CRM, and communications—will see at least 18% of firms adding to staff, with the peak (web/eMarketing/social media) at 31%.

## Study Overview

The FUSE BenchMark Series is a comprehensive research service focused on benchmarking and optimization of resources within different functional areas of an asset management firm. Our BenchMarks are effectively support programs that combine market intelligence with a pre-defined methodology for self-assessment to produce a structured approach to the decision-making process of senior executives. FUSE provides upfront evaluations and ongoing monitoring to help ensure that business needs are met and objectives realized. The baseline research for the Marketing 2018 study comes from a detailed survey and series of interviews with senior marketing executives.

## Benefits

This study provides asset managers of all sizes with the necessary decision support metrics to benchmark their marketing efforts relative to peers and implement refinements to improve productivity and effectiveness. In addition, the study answers a range of pressing tactical and strategic questions faced by managers with different business models, distribution focus, and available resources. This study offers this critical information by providing the following:

- Overview of organizational structures
- Key performance indicators and benchmarks
- Compensation ranges and structures by role
- Staffing metrics
- Marketing investment and allocations
- Digital marketing roles, budget allocations, and hiring plans
- Social media tools and success measurement
- Effective value-add programs

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### There are nearly 50 exhibits in the study including:

- Total Marketing Department FTEs
- Projected Staffing Changes over the Next 12 Months
- Total Marketing Department FTEs, 2017 vs. 2018
- Primary Drivers of New Marketing Initiatives, 2015-2018
- Advisor Interest Level for Value-Add Program Topics, 2015-2018

### Answers to These Questions:

*What marketing metrics are most important when evaluating my team's success?*

*How is the role of marketing evolving in the asset management industry?*

*Am I staying up-to-date with compensation levels in order to attract qualified talent?*

*How do I establish a digital content and operational strategy that will allow for more effective growth while identifying operational efficiencies?*

*Am I effectively leveraging all the marketing tools at my disposal: web, social media, CRM, data analytics, brand, sales collateral, and value-added programs?*

**...among a host of others that will help to improve marketing within the overall organization.**

#### ON TIME ALLOCATION

In addition to their core day-to-day responsibilities, marketing employees collectively spend an average of 14% of their time interacting with internal business partners. Collaborating with other groups within the organization is critical in order to have a coordinated marketing and sales effort.

## Study Excerpt on Digital Marketing Budget Allocation

While our survey indicates overall higher budget allocations to web and eMarketing this year, asset managers of all sizes may need to accelerate their dedication to this burgeoning opportunity. Given the relentless increased influence of web and eMarketing and the fierce competition within the asset management industry, it's somewhat surprising to see relatively slow growth in budget allocations.

The added emphasis on digital marketing by Tier 2 firms may suggest that they recognize how these marketing activities help level the playing field—and they are embracing that opportunity. Increasing budgets for mid-sized firms may also reveal that they are seeing measurable results from these activities. The steady decline in digital marketing budget allocations among small firms stands out as a concern. Budget constraints combined with the costs of keeping up with ever-changing digital marketing opportunities may be tampering enthusiasm. However, digital marketing, when approached correctly, provides significant “bang for the buck,” so small firms may need to find new ways to rededicate budget dollars in order to remain competitive with their larger counterparts.

### Exhibit – Web and eMarketing as a Percent of Marketing Budget Allocation, 2016-2018



Sources: FUSE Marketing Survey, 2016-2018



## Service & Pricing

FUSE's mission is to deliver actionable, practical recommendations that are customized to each client's business situation. Our BenchMark series studies are far more than a "data dump" of statistics and general trends.

When you purchase a BenchMark series study, FUSE will provide ongoing support and periodic updates to help ensure that our research will have a longer shelf life than similar studies available in the marketplace. Contact us for more information on our service and support model for the study and pricing details.

## About FUSE Research Network, LLC

FUSE Research Network was launched with the view that research and consulting support for asset managers has failed to evolve with the changing needs of the client. The future competitive environment will demand that clients make important business decisions within shorter and shorter time frames.

In order to support clients in this setting, FUSE provides a dynamic research platform that covers our clients' current and future decision areas (strategic and tactical). Our goal is to become an invaluable business partner through the delivery of highly informed and forward-looking recommendations that are among the critical inputs our clients need to optimize results.

**FOR MORE  
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