

Marketing 2019: Optimizing Marketing Strategies

September 2019

CENTRALIZED MARKETING

Asset managers increasingly find it beneficial to centralize their marketing efforts. Fully, 86% of asset managers have adopted this approach.

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 2019 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 over 40 exhibits in the study including:

- Total Marketing Department FTEs
- Projected Staffing Changes over the Next 12 Months
- Distribution of Marketing Budgets by Firm Tier, 2018 vs. 2019
- Primary Drivers of New Marketing Initiatives, 2017-2019

Answers to These Questions:

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

Am I staying up-to-date with compensation levels in order to attract top 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.

THE MOVE TOWARD DIGITAL MARKETING IS ONGOING

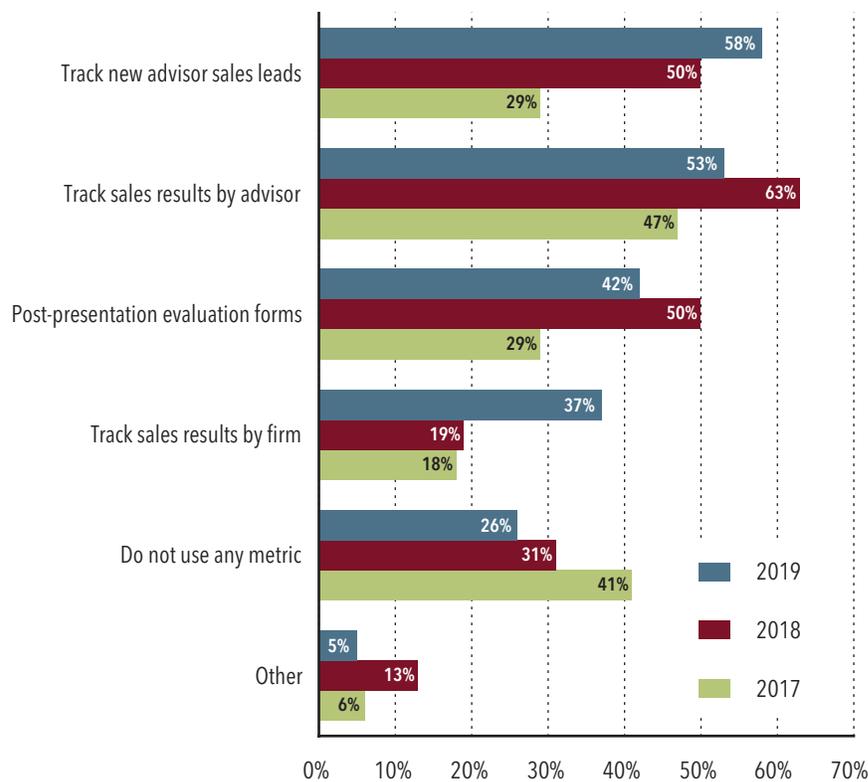
In addition to the increased budget allocation to web/eMarketing, this year asset managers are devoting half of their advertising budgets to web-based media.

Study Excerpt on Value-Add Programs

Tracking sales by advisor is taking the direct approach. However, this measure may not tell the full story since many value-add programs that are highly valued by advisors may not directly translate to sales. Asset managers who use sales tracking as a measure may be well served by combining a number of measures and judging success based on a strategic combination of all measures.

Although we are pleased to see that more firms are tracking effectiveness, we remain surprised more than a quarter still do not have any measurement in place. Seeking feedback from advisors, measuring sales improvements, or otherwise understanding program effectiveness is the only way to effectively deploy resources in ways that best serve target audiences.

Exhibit – Metrics Used by Firms to Measure Value-Add Effectiveness, 2017–2019



Sources: FUSE Marketing Survey, 2017-2019



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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