

Press Release

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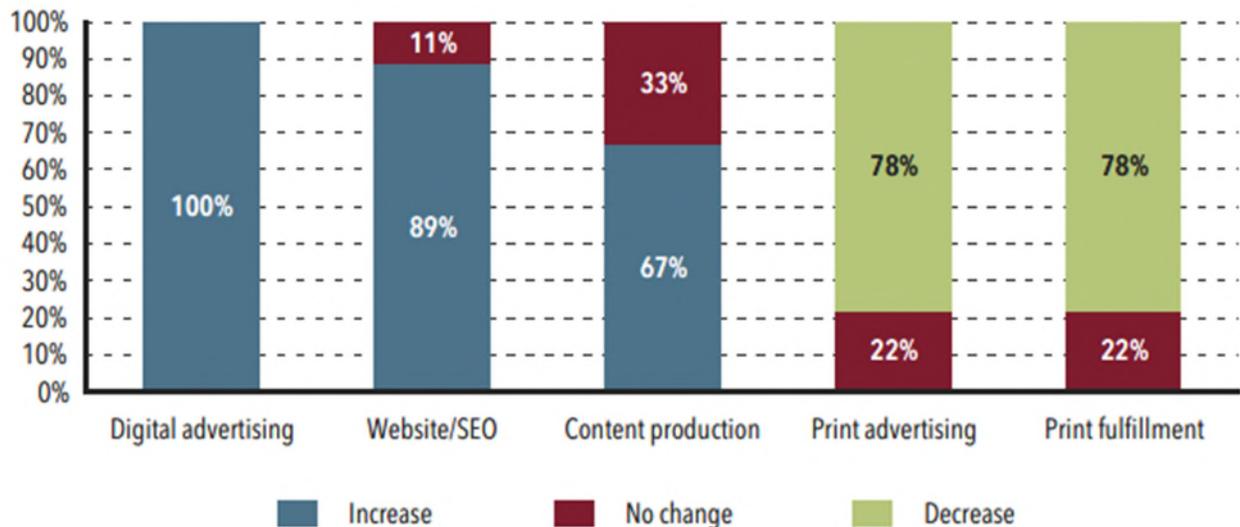
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Pandemic Prompts Marketing Budget Allocations to Digital Advertising

October 19, 2021, Needham, MA – Asset management was slow to embrace digital marketing compared to most other industries, both inside and outside financial services; however, over the last 10 years asset managers have come to recognize the benefits the web can provide in disseminating their message. According to findings from FUSE Research Network’s recently published *Marketing 2021: Optimizing Marketing Strategies*, all surveyed firms expected that the pandemic would lead to an increase in the percentage of the budget allocated to Digital advertising, while 89% believe that allocations to Website/SEO will increase.

Pandemic Impact on 2021 Budget



Source: FUSE Marketing Survey, 2021

“The explosion of digital engagement since the early days of the pandemic across virtually every industry has been well documented, so we anticipated the increased budget allocation to digital advertising for fund managers this year,” offers Patrick Newcomb, Director of BenchMark Research, FUSE Research Network. “The vast majority also said they planned to spend more on

their websites. This correlates with other findings from this year’s survey, which indicate that small firms, particularly, see the need to create more dynamic websites to compensate for the lack of in-person engagement.”

On the other hand, most firms said they expected to decrease the amount of printed content they produce. While the industry has been moving in this direction for a long time, with the pandemic all but eliminating wholesaler visits and conferences—two of the primary distribution venues for printed content—the demand for printed content has been greatly reduced and is unlikely to return to previous levels post pandemic.

FUSE’s Marketing BenchMark study provides an in-depth look at organizational trends, headcount, resource allocation, budgets, compensation, the impact of digital media, value-add programs and the overall effectiveness and influence of the marketing department. The study is organized by firm assets under management to enable users to compare how their organization stacks up against others of similar size in addition to the overall industry. Findings are also presented with pertinent survey data comparisons since 2015.

For details about obtaining a copy of *Marketing 2021: Optimizing Marketing Strategies*, please email Jason Heinhorst at jheinhorst@fuse-research.com or call (720) 221-5223.

[About FUSE Research Network LLC](#)

FUSE was launched in 2008 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 timeframes.

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.

