

Press Release

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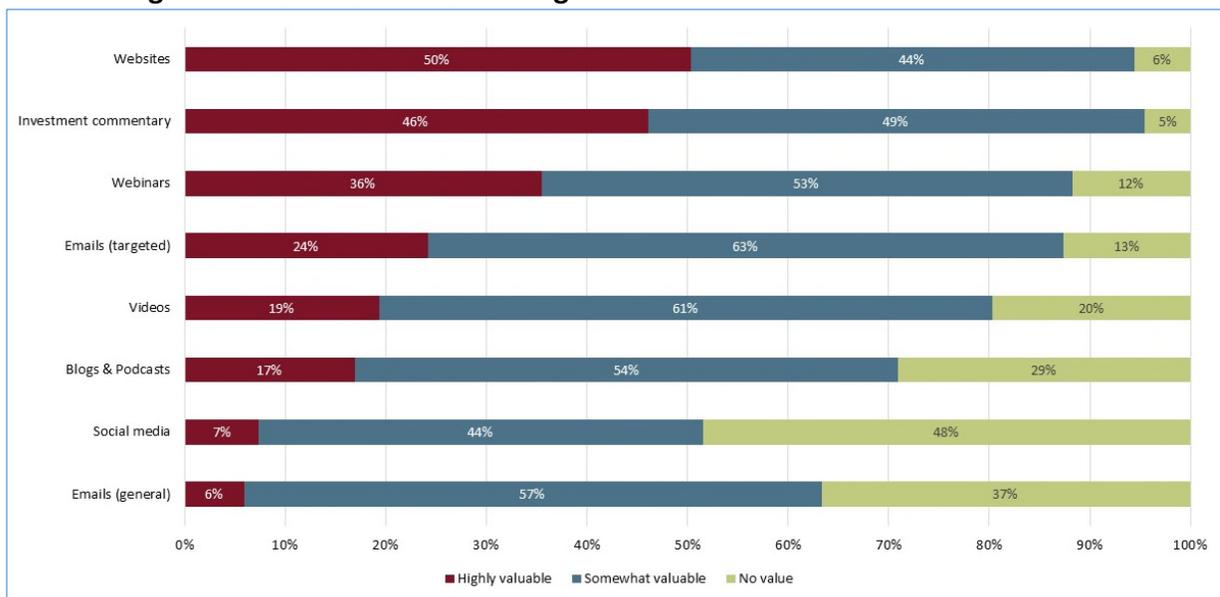
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Digital Divide Persists Among Advisors

April 25, 2022, Needham, MA – The transition of marketing content and delivery to digital is imperative for asset managers. However, driving advisors toward the digital realm remains a struggle given resistance particularly among the older demographic of advisors. Although websites and investment commentary rank as the overall most valuable digital content across all age groups, younger advisors are embracing alternative mediums, according to the latest findings from FUSE Research Network’s Advisor Trend Monitor Series Report – *Marketing Support: The Advisor View*, published in conjunction with WealthManagement.com.

Value of Digital Content from Asset Managers



Source: FUSE Research Network, WealthManagement.com

Nearly 60% of surveyed advisors younger than 45 years old think social media is either highly or somewhat valuable to their business, compared to only 37% of advisors older than 60. Also, one-quarter of these younger advisors find videos highly valuable versus 12% of their older counterparts. Regarding blogs and podcasts, 22% of advisors less than 45 find this content highly valuable versus 11% of advisors older than 60.

“Asset managers must transition their marketing practices and embrace digital regardless of advisor demographic. Many firms are well along in this process, but it is likely to take significant time,” says Michael Evans, Director of BenchMark Research at FUSE Research. “Digital is more efficient and will gain greater adoption, not only among younger advisors, as firms commit to producing high-quality digital content.”

The Advisor Trend Monitor Report – *Marketing Support: The Advisor View* also explores valued marketing materials, touchpoints that shape an advisor’s opinion of a manager, value-added programs, digital marketing, website appeal, among other topics. Overall data survey findings are presented with pertinent year-over-year comparisons, as well as by various advisor demographics.

The FUSE Advisor Trend Monitor is a survey-based report series that provides timely insight into advisor views on a range of issues central to asset managers’ decisions about resource allocation.

For details about obtaining a copy of Advisor Trend Monitor – *Marketing Support: The Advisor View*, 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.

