

Marketing 2022: Optimizing Marketing Strategies

October 2022

Competition for talent in areas such as digital marketing, combined with volatile market conditions, could limit the number of employees firms are able to hire over the next several months.

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 predefined 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 2022 study comes from a detailed survey and series of interviews with senior marketing executives. By comparing our latest data findings to prior surveys over the past several years, we are able to not only identify trends impacting marketing, but also forecast the direction asset managers need to take in order to remain competitive.

Benefits

This study will help Heads of Marketing and marketing managers improve productivity and effectiveness by providing the following:

- Overview of organizational structures, including updates to digital-related roles.
- Key performance indicators and benchmarks
- Compensation ranges and structures by role
- Staffing metrics
- Reorganized budget allocation to better reflect the current marketing department
- Digital marketing roles, budget allocations, and hiring plans
- Social media tools and success measurement
- Effective value-add programs

Table of Contents

CHAPTER ONE
MARKETING ORGANIZATIONAL STRUCTURE AND STAFFING

CHAPTER TWO
MARKETING BUDGET AND COMPENSATION TRENDS

CHAPTER THREE
DIGITAL MARKETING TRENDS

CHAPTER FOUR
VALUE-ADD PROGRAMS

There are approximately 40 exhibits in the study, including:

- Total Marketing Department FTEs, 2017-2022
- Average Marketing Budgets by Firm Tier, 2017-2022
- Advisor View: Appeal of Fund Company Web Content
- Value of Marketing Materials by Asset Managers

The Study Provides Answers to These Questions:

Despite the growing importance of marketing within most asset management firms, why has the average staff size remained relatively stagnant?

As resources tighten, how are senior leaders allocating budget dollars?

Which types of digital media are resonating with different advisor demographics including advisor age?

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.

DIGITAL MARKETING BUDGET ALLOCATIONS

Tier 3 firms allocated an average of nearly one-third of their budgets to digital marketing, while the average allocations among Tier 1 and Tier 2 firms declined.

Study Excerpt on the Number of Value-Add Programs

FUSE has long advocated for asset managers to limit their number of value-add programs, and we believe the downward trajectory is heading in the right direction. Asset managers have been refining and consolidating the programs they currently offer to advisors in order to align with the firm’s overall strategy and truly differentiate themselves from competitors. Janus Henderson’s Knowledge Labs is one unique value-add program brand, covering professional development, wealth management, and defined contribution programs.

Tier 1 firms clearly have more resources to support a larger menu of value-add offerings. These firms typically offer a flagship value-add program with additional programs to round out their value-add topics. Although Tier 3 firms need to be very selective in the breadth of topics covered to avoid being spread too thin, it appears the number of programs has reached its sweet spot and should remain stable moving forward. Regardless of the number of programs offered, it is critical to keep program content relevant and up to date on any industry changes.

Average Number of Currently Sponsored Value-Add Programs, 2017–2022



Source: FUSE Marketing Surveys, 2017-2022



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.

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 competitive environment today demands 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
INFORMATION
CONTACT:**

Jason Heinhorst

720-221-5223

jheinhorst@
fuse-research.com