Press Release

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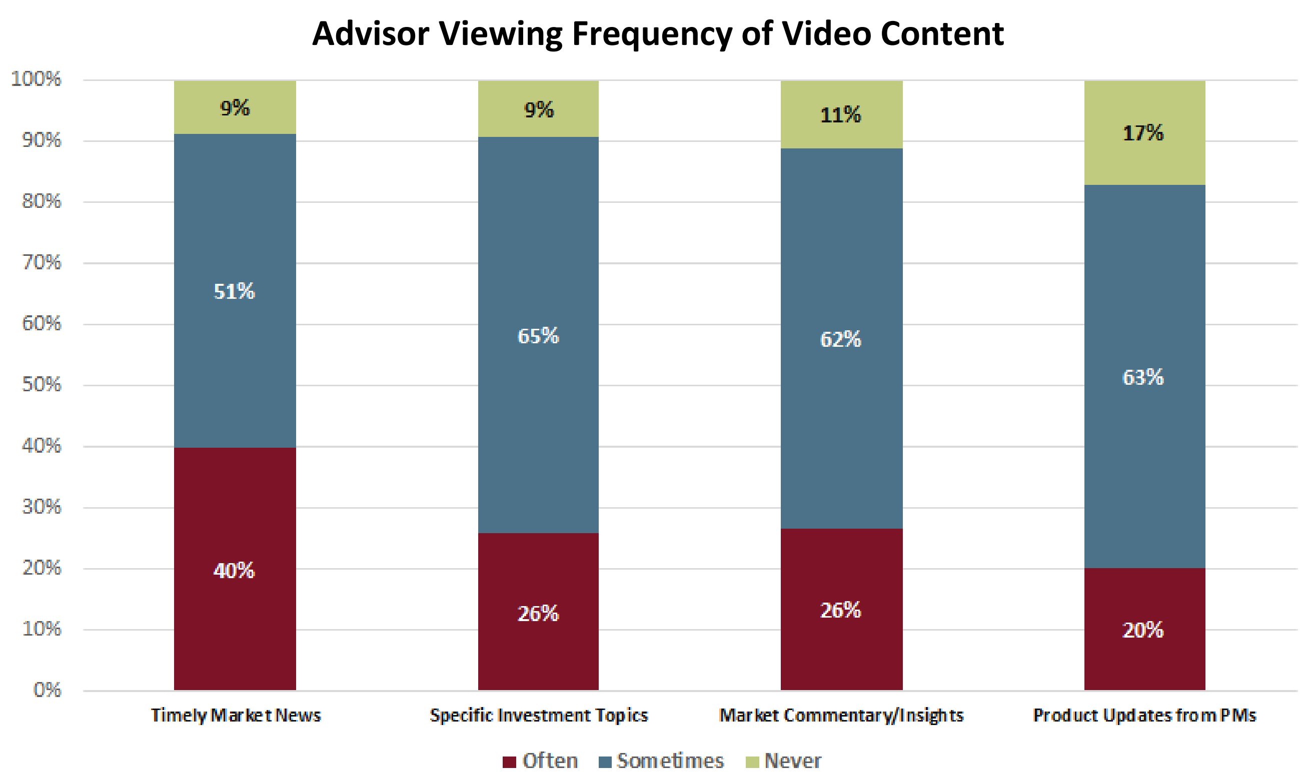
Market News Most Watched Video Content Among Advisors

June 12, 2023, *Needham, MA* – In an increasingly competitive landscape, asset management firms have been utilizing videos as a core component of their digital marketing initiatives to effectively engage financial advisors. Similar to any type of marketing geared toward advisors, video execution is complex. In terms of content, timely market news is the most watched subject matter, with 40% consuming it often, according to the latest findings from FUSE Research Network's Advisor Trend Monitor Series Report – *Marketing Support: The Advisor View*. On the other hand, only 20% of advisors reported they often watch videos featuring portfolio manager product updates. A small minority reported they never view videos, which reinforces how powerful this medium is to advisors.



Source: FUSE Research Network

Insights beyond the aggregate advisor level are critical. By advisor channel, nearly 42% of registered investment advisors often view timely market news videos, which is significantly more than wirehouse (29%) and independent broker/dealer (37%) advisors.

“Understanding which subject matter advisors frequently consume will help marketing leaders, many of whom are dealing with restrained spending and staffing resources, optimize this digital advisor touch to standout in a crowded marketplace,” says Michael Evans, Director of BenchMark Research at FUSE Research. “Firms that are unable to deliver quality marketing will fall behind.”

The Advisor Trend Monitor Report – *Marketing Support: The Advisor View* explores how marketing teams can best engage advisors and what types of content deliver the most impact. In addition to digital content, the report includes insights on marketing materials, marketing and public relations tactics, as well as advisor firm rankings for best reputation, thought leadership, and websites. The research is based on a survey of more than 500 financial advisors across all channels. Overall data survey findings are presented by various advisor demographics and year-over-year comparisons when pertinent.

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.

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.