

Marketing 2023: Optimizing Marketing Strategies

December 2023

Culturally, the tide is turning from when asset managers stepped tentatively, often reluctantly, into new technologies and digital applications.

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 2023 study comes from a detailed survey 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

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There are approximately 40 exhibits in the study, including:

- Projected Staffing Changes over the Next 12 Months
- Average Marketing Budgets by Firm Tier, 2018-2023
- Annual Changes in Traditional Versus Digital Marketing Spend
- Average Number of Currently Sponsored Value-Add Programs, 2018-2023

The Study Provides Answers to These Questions:

How does leadership ensure that marketing does not lose the ground it has gained over the last several years regarding influence and its contribution to sales?

To ensure proper deployment of resources, are firms critically assessing their overall spending?

Are digital efforts focused on areas that will influence advisors and deepen relationships?

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.

Economic outlook commentary continues to generate the most website traffic, a consistent trend over the last five years.

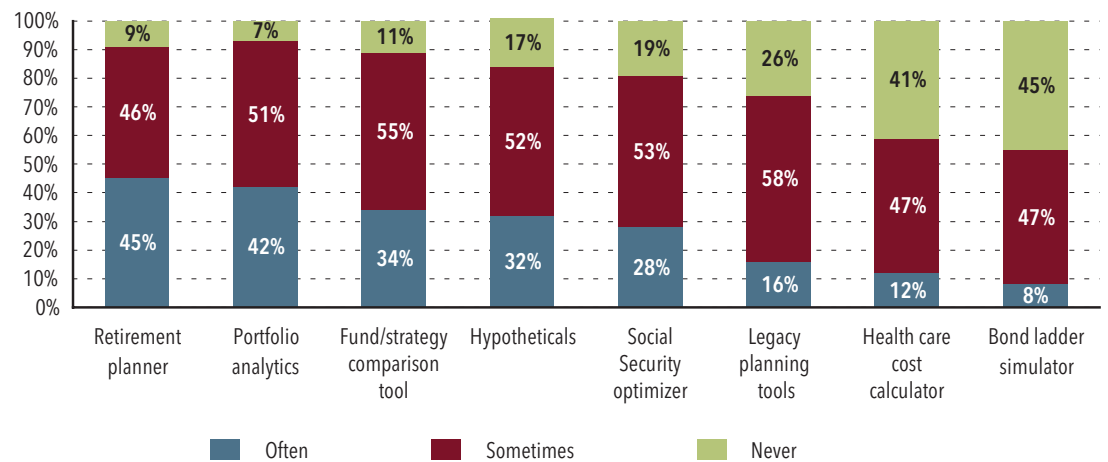
Study Excerpt on the Advisor Use of Online Tools

Overall surveyed asset managers reported increased online tool usage over the past year. Although they produce relatively lower traffic than other website components, online tools continue to receive regular usage from financial advisors. Among the eight types of online tools noted in the exhibit, five are being used often by more than a quarter of our surveyed advisors:

1. Retirement planner: 45%
2. Portfolio analytics: 42%
3. Fund/Strategy comparison tool: 34%
4. Hypotheticals: 32%
5. Social Security optimizer: 28%

Also, more than 80% of advisors use the same five online tools at least sometimes. Given the consistent utilization of online tools, particularly those that help clients prepare for retirement, advisors will likely continue to rely on them to provide their clients with more personalized recommendations.

Advisor Use of Online Tools



Source: FUSE Research Network, 2023



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 was launched in 2008 to deliver tactical decision support that improves the effectiveness of the sales, national accounts, marketing, and product functions at investment management firms. To deliver on its unique value proposition, FUSE has built a decision support team that is unparalleled in its ability to deliver practical and actionable guidance in response to client challenges. By carefully cultivating a network of industry contacts from all facets of the business, FUSE is able to deliver solutions that go well beyond traditional business intelligence offerings.

**FOR MORE
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