

Press Release

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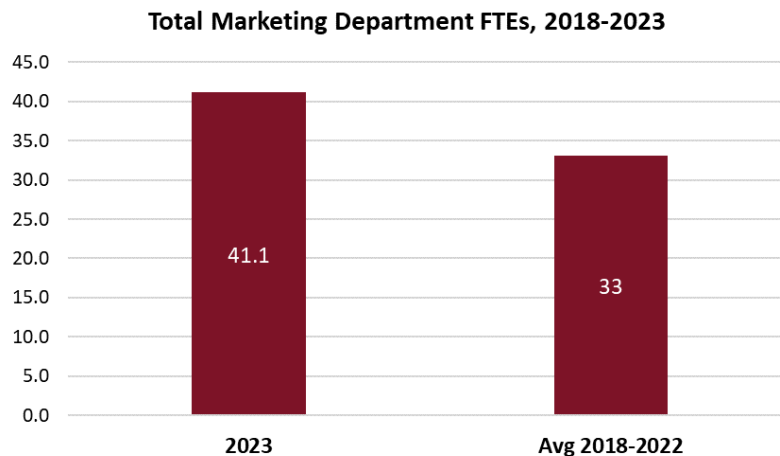
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Uptick in the Number of Marketing Employees in 2023

December 15, 2023, Needham, MA – In the post-pandemic environment, investment managers have continued to support marketing as a key organizational hub, where increased data and digital capabilities will drive faster and more cost-efficient asset growth. Despite challenging market and economic conditions, the number of marketing full-time employees (FTEs) has continued to grow while hiring plans remain relatively robust. The average number of marketing personnel is up nearly 25% in 2023, relative to the five-year average from 2018 to 2022, according to findings from FUSE Research Network’s recently published *Marketing 2023: Optimizing Marketing Strategies*.



Source: FUSE Marketing Surveys, 2018-2023

“Growth in marketing personnel, not only at the overall level but also across all firm tiers, validates that many of the changes that elevated marketing’s role during the pandemic are here to stay, and the contributions of marketing to the sales effort will only increase,” says Michael Evans, Director of BenchMark Research at FUSE Research. “It is particularly telling that marketing headcount has grown, even as firms implement significant cost-cutting measures. Firm leadership likely does not want to risk the ground marketing has gained over the last several years regarding its influence and impact on sales.”

FUSE’s *Marketing 2023: Optimizing Marketing Strategies* BenchMark study provides an in-depth look at marketing organizational trends, including firm structures with updates to digital-related roles,

staffing, compensation metrics, a reorganized budget allocation to reflect better the current marketing department, value-add programs as well as digital marketing trends including usage of social media tools and success measurement. 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. We compare our latest data findings to the averages over prior surveys from 2018 through 2022 to identify trends impacting marketing and help forecast the direction asset managers need to take to remain competitive.

If you have any questions or would like to discuss the *Marketing 2023: Optimizing Marketing Strategies* BenchMark study, please email Jason Heinhorst at jheinhorst@fuse-research.com or call (720) 221-5223.

[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.

