Marketing 2025: Optimizing Marketing Strategies

November 2025

Study Overview

The FUSE BenchMark Series offers a research service for benchmarking and resource optimization in asset management. Our programs combine market intelligence with self-assessment methods, guiding senior executives in decision-making. FUSE provides evaluations and ongoing monitoring to help meet business needs. The Marketing study is based on a comprehensive survey and interviews with senior marketing executives to identify trends and forecast strategies for asset managers to stay competitive.

Benefits

The use of "likes" to track social media efficacy increased signficantly in 2025, pulling ahead of "links clicked" to become the most popular tracking metric.

This study will provide CMOs, Heads of Marketing, and Marketing teams with actionable insights and tools to thrive in a competitive and digitally driven environment by:

- Benchmarking your marketing organization with sharp, peer-level comparisons that reveal where you lead and where you lag.
- Strengthening strategic planning with insights that show how top firms seamlessly connect marketing to distribution, product, data, and leadership.
- Making smarter budgeting calls by seeing exactly how high-performing competitors invest across advertising, digital, technology, and value-add.
- Elevating team performance with clarity into the roles, skills, and compensation trends defining today's most effective marketing departments.
- Supercharging your digital impact by learning how leading firms maximize digital spend, lean into analytics, and adapt to evolving web and social behaviors.
- Boosting advisor engagement with a clear understanding of the topics, formats, and value-add experiences that truly move the needle.
- Proving marketing's business impact using measurement models that tie marketing activity directly to sales momentum and organizational influence.

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There are more than 40 exhibits in this study, including:

- Projected Staffing Changes Over the Next 12 Months
- Average Marketing Budgets by Firm Tier, 2020-2025
- Metrics Used to Measure Social Media Effectiveness, 2020-2025
- Interest Level for Value-Add Program Topics (Manager & Advisor Perspectives)

Service & Support

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.

FOR MORE INFORMATION CONTACT:

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