

# Investing in the Digital Age

## Media's Role in the Institutional Investor Engagement Journey

March 19, 2019

Executive Summary:



When selecting an asset manager to partner with, institutional investors rank trust in the brand higher than even the ability to achieve high returns. This demonstrates that while technology is dramatically changing investing, people still gravitate toward working with partners they can trust over time. For asset managers, achieving the position of “trusted advisor” is no easy task. It requires a multifaceted approach and engagement with a potential partner throughout their buyer’s journey. Providing insightful and relevant content in an easily accessible format is one way a manager can stand out. Data from this study highlights how institutional investors are increasingly consuming and using content via digital and social media:

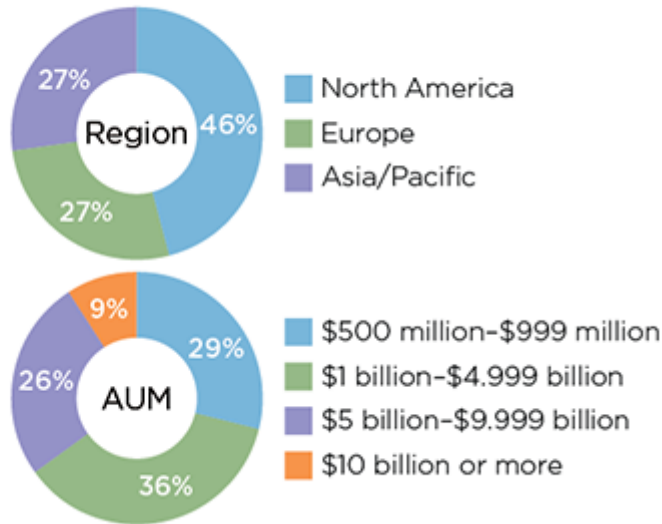
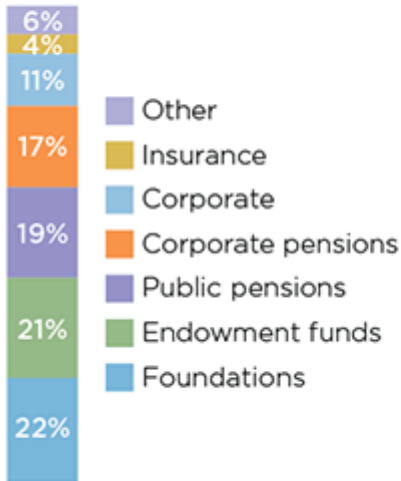
- **86%** of investors say they take action on content they receive, with 41% doing so at least weekly.
- **63%** of institutional investors now consume social media while less than half regularly consume finance-specific trade publications.
- **68%** of investors used social media to research asset management firms in 2018, up from 36% in our 2015 study.
- **59%** of respondents spent on average 15–30 minutes reading a single piece of content, showing that long-form content still works.

### Methodology:

Greenwich Associates interviewed 277 institutional investors between August and November 2018. Located in North America, Europe and Asia, these senior investment professionals at pensions, endowments, foundations, and unions discussed their habits and views regarding the use of media in the investment process and its impact on investment decisions. This report was commissioned by LinkedIn.

## RESPONDENTS

### Type of Institution



**GREENWICH**  
DATA | ANALYTICS | INSIGHTS

The data reported in this document reflect solely the views reported to Greenwich Associates by the research participants. Interviewees may be asked about their use of and demand for financial products and services and about investment practices in relevant financial markets. Greenwich Associates compiles the data received, conducts statistical analysis and reviews for presentation purposes in order to produce the final results. Unless otherwise indicated, any opinions or market observations made are strictly our own.

©2019 Greenwich Associates, LLC. Javelin Strategy & Research is a division of Greenwich Associates. All rights reserved. No portion of these materials may be copied, reproduced, distributed or transmitted, electronically or otherwise, to external parties or publicly without the permission of Greenwich Associates, LLC. Greenwich Associates,® Competitive Challenges,® Greenwich Quality Index,® Greenwich ACCESS,™ Greenwich AIM™ and Greenwich Reports® are registered marks of Greenwich Associates, LLC. Greenwich Associates may also have rights in certain other marks used in these materials.