

# Asset Managers Investing in Social Media Marketing

November 7, 2016

Executive Summary:

For many finance executives, social media is an important part of their professional lives.

It is used to engage with peers and colleagues, to research sales leads, to learn from industry leaders, and even as a source of alpha for certain strategies. It is natural, therefore, that asset management companies should seek to connect with their customers and network via social media channels.

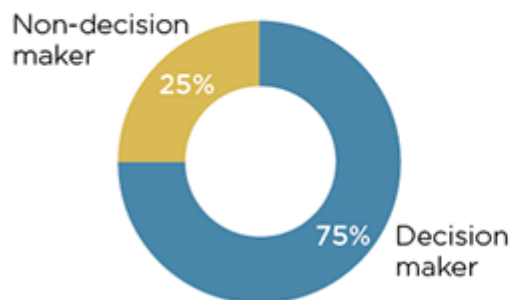
However, to earn the best return on investment, CMOs should develop a strategy combining organic and sponsored outreach structured around each firm's compliance policy.

Methodology:

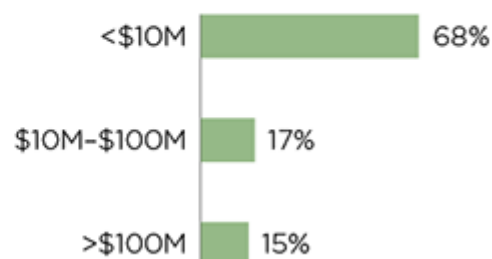
Between June and August 2016, Greenwich Associates in partnership with PAICR, the asset management marketing association, interviewed 71 senior marketing executives within asset management companies to assess their usage of social media marketing.

## RESPONDENT PROFILE

Decision Maker Status



Size of Overall Annual Marketing Budget



business performance.

Our suite of analytics and insights encompass all key performance metrics and drivers: market share, revenue performance, client relationship share and quality, operational excellence, return on equity, behavioral drivers, and industry evolution.

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