

S O C I A L M E D I A C A F E

CONVERSATION

Do you have a social media plan/strategy in place? 🙌

- ✗ A lot of the marketing departments surveyed were new (around 6 months averagely)
- ✗ Most companies have a strategy but it hasn't been place for longer than 12 months
- ✗ Social media is still a 'new' idea at most asset management firms

How much of a priority is video? 🎬

- ✗ Something companies would **LOVE** to focus on, but not all have the time/resources/budget
- ✗ Everyone agreed that subtitling is a **MUST**
- ✗ Divided opinion on using iPhone/mobile video

Does compliance cause a blockage for you? 🙄

- ✗ Compliance teams do not seem to understand the urgency of social media
- ✗ Still some confusion around 'financial promotions' and social media
- ✗ More companies now trying to work with compliance to get a smoother process in place

What's your biggest issue? 😞

- ✗ Resources: marketing departments have grand ideas but don't have the the budget or resources to execute.
- ✗ KPIs: always conflict on how to measure ROI from social media, should it be brand awareness or new business/lead generation?

Is you content relevant to your audience? 😊

- ✗ Many companies said they felt a lot more could be done to segment their audience
- ✗ White papers are incredibly popular in the asset management sector
- ✗ Facebook targeting was mentioned, but more work could be done to utilise it
- ✗ Finance audience just want quick overviews with the option to click through for more detail

Other takeaways 🦄

- ✗ Companies not looking to expand client base see no need for social media presence.
- ✗ Instagram is a network they are keeping an eye on
- ✗ Podcasts and flash briefings are something companies are starting to look into

INTERESTING STATS

There was an average **DECREASE** in organic search traffic of **30.5%** across the industry (based on all firms studied) year-on-year to September 2018

20.5% of all the firms studied have no regular presence across social media at all

Only **58%** of managers have a **YOUTUBE** channel

96% of all the asset management firms have a **LINKEDIN** presence, making it the most favoured medium (this compares to 94% in 2017)

84% of managers post high quality educational or video content across at least one social media channel...



...but just **20%** post regularly across all 3 channels

The primacy of video content is apparent: **72%** of consumers favour using video to learn about a product or service

The average bounce rate is **50%**

20% of all the firms studied have no effective presence across social media at all, meaning that they have an overall **SOCIAL MEDIA PRESENCE** score of 3 or less.

81% of these low-engagement firms are present only on LinkedIn and only **30%** post regular content