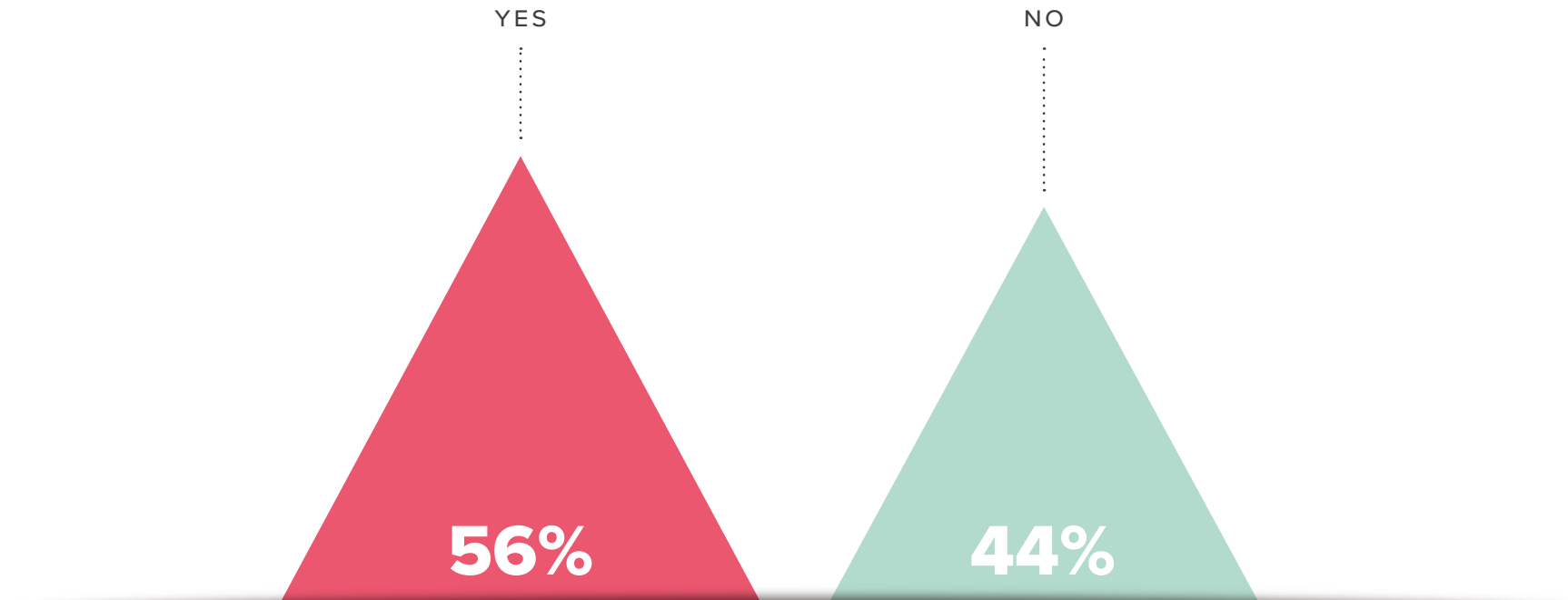


CAFÉ • SOCIAL
MEET / AT

INDUSTRY STATISTICS

The latest Kurtosys report has some interesting statistics, a few of which I want to highlight.
44% of asset management companies do not have a digital strategy in place for the next 12/24 months.

Do you have a documented digital strategy set for the next 12/24 months?



**DO YOU CURRENTLY
USE SOCIAL MEDIA
AND IF SO DO YOU HAVE
A PLAN/STRATEGY
IN PLACE?**

INDUSTRY STATISTICS

One of the other interesting results from the report is that generating new business is the priority, with education at the bottom.

Name your number one digital marketing objective for the next 12 months

GENERATE NEW BUSINESS

46%

IMPROVE CUSTOMER EXPERIENCE

31%

BUILD BRAND AWARENESS

17%

EDUCATE INVESTORS/BUYERS

6%

INDUSTRY STATISTICS

1. By 2020, online videos will make up more than 80% of all consumer internet traffic (85% in the US).

↳ [Cisco](#)

2. Social video generates 1200% more shares than text and image content combined.

↳ [Wordstream](#)

3. Facebook videos receive 135% more organic reach on average than a Facebook photo.

↳ [Socialbakers](#)

And yet only 21% of asset management companies plan on making video marketing a priority.

Name two areas of marketing that will be a priority for your department in the next 12 months

PERSONALISATION
& TARGETING

62%

DATA-DRIVEN
MARKETING

45%

MARKETING
AUTOMATION

41%

VIDEO MARKETING

21%

MOBILE
MARKETING

10%

CHAT BOTS / AI

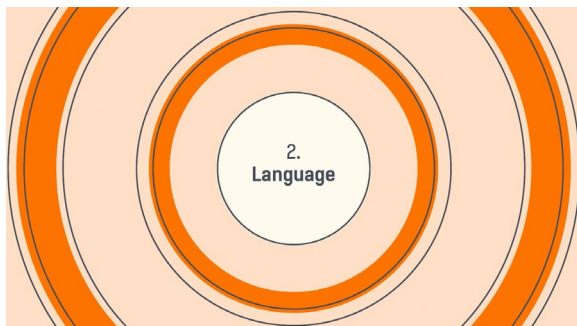
4%

VOICE
OPTIMISATION

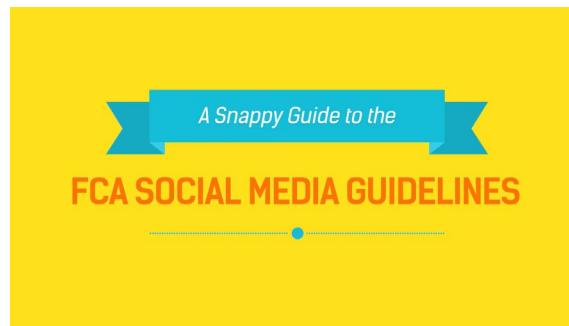
0%

**HOW MUCH OF
A PRIORITY IS
VIDEO ESPECIALLY
SHORT-FORM
FOR YOU ?**

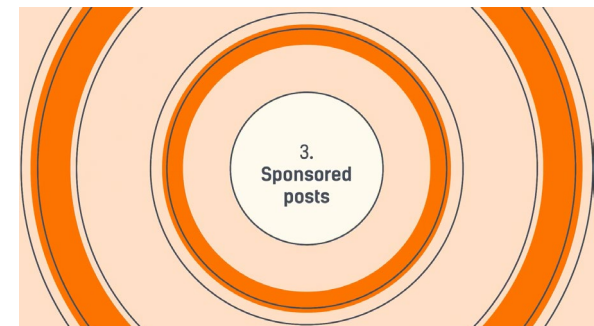
The FCA's stance on financial promotions and social media is one of the main reasons that many asset management firms hold back on utilising it as a marketing tool.



 [youtube link](#)



 [youtube link](#)



 [youtube link](#)

**IS COMPLIANCE CAUSING YOU
A SOCIAL MEDIA BLOCKAGE ?**

**WHAT IS THE BIGGEST ISSUE
YOU HAVE TO DEAL WITH AND
WHAT WOULD SOLVE IT ?**

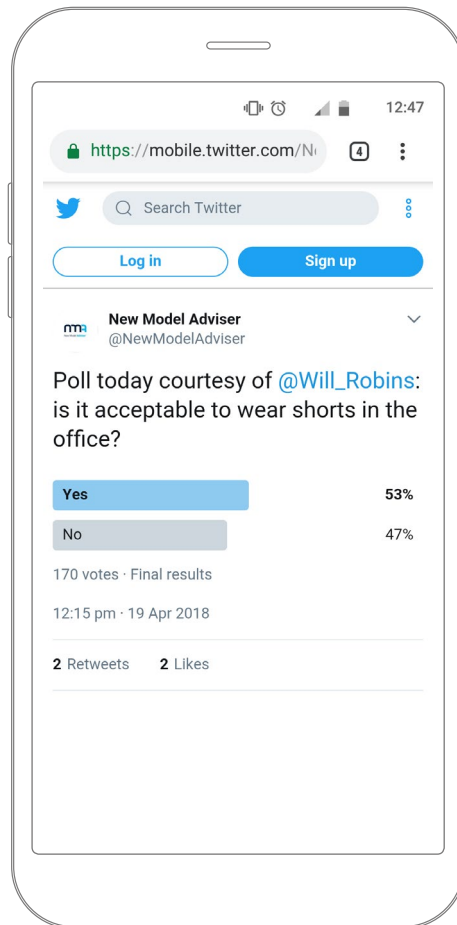
WHAT'S WORKED FOR CITYWIRE

Citywire People is a video series we created at the beginning of the year. We wanted to show all the personalities who make up the company and it's been really popular.



[youtube link](#)

WHAT'S WORKED FOR CITYWIRE



TWITTER POLLS

Gets people interacting



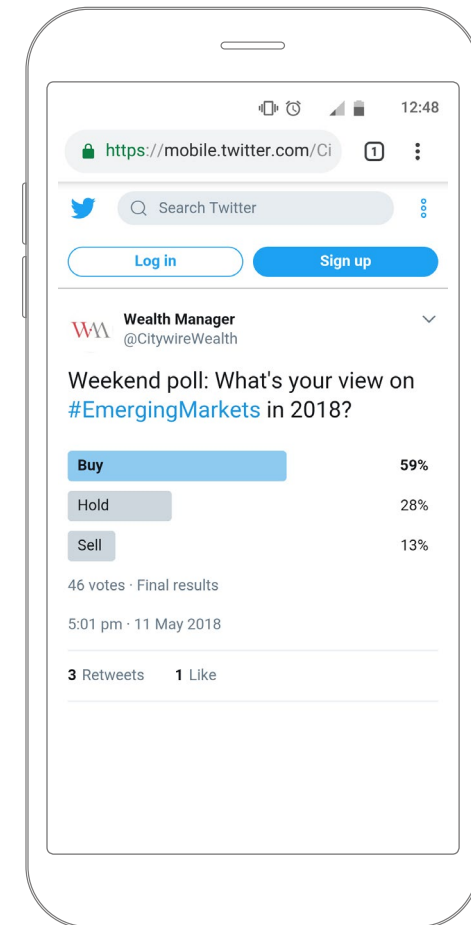
Create conversation



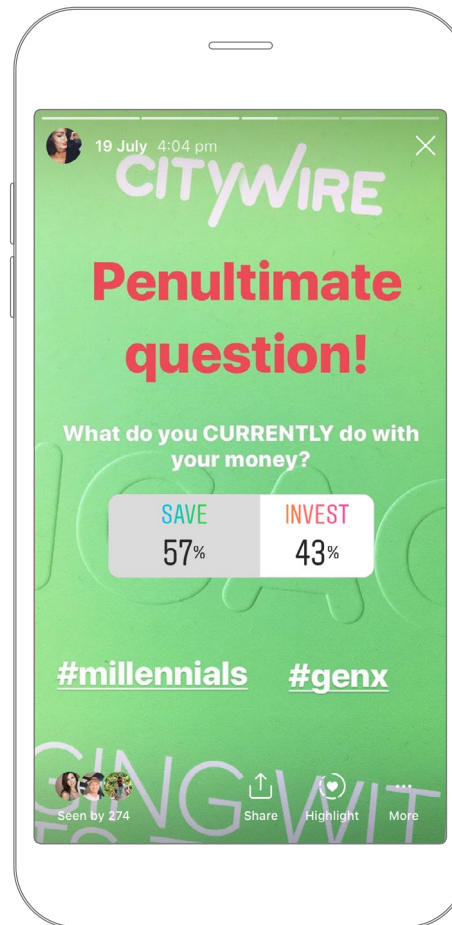
Encourage sharing



Can use to create
your own content (articles,
blog posts)



TRY THINGS OUT!



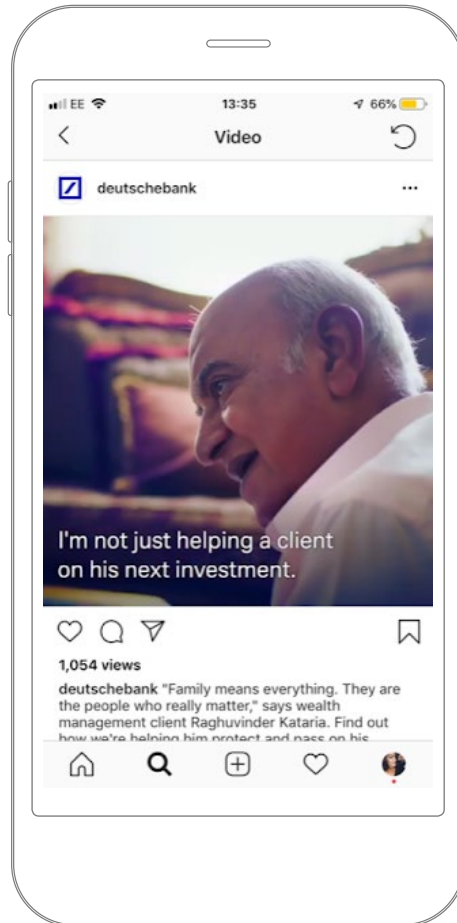
One of the things that we like to do at Citywire is to try things out, and see how they work and if they suit our audience.

These range from GIFs and Instagram polls to creating videos specifically for social.

**WHAT HAVE YOU FOUND WORKS
WELL SO FAR FOR YOUR AUDIENCE
AND THE AUDIENCE YOU ARE
TRYING TO ATTRACT?**

**DO YOU FEEL YOU HAVE
THE FREEDOM TO
TRY NEW THINGS OUT?**

WHO'S DOING WELL?

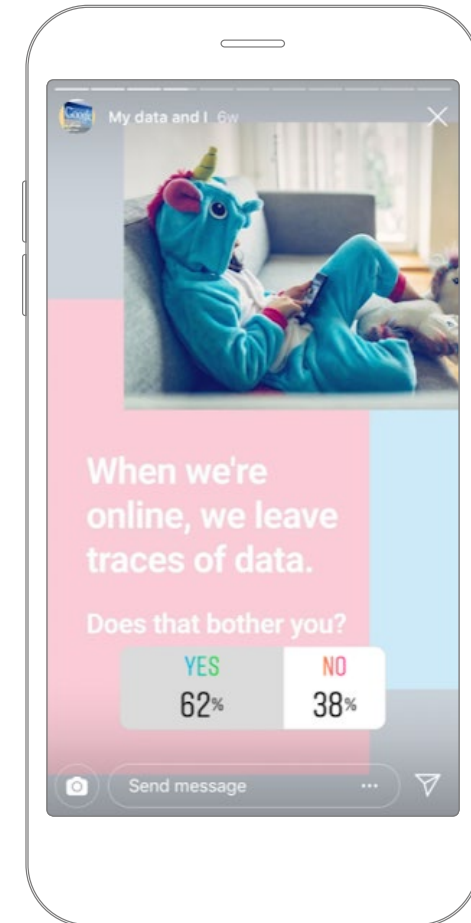


DEUTSCHE BANK

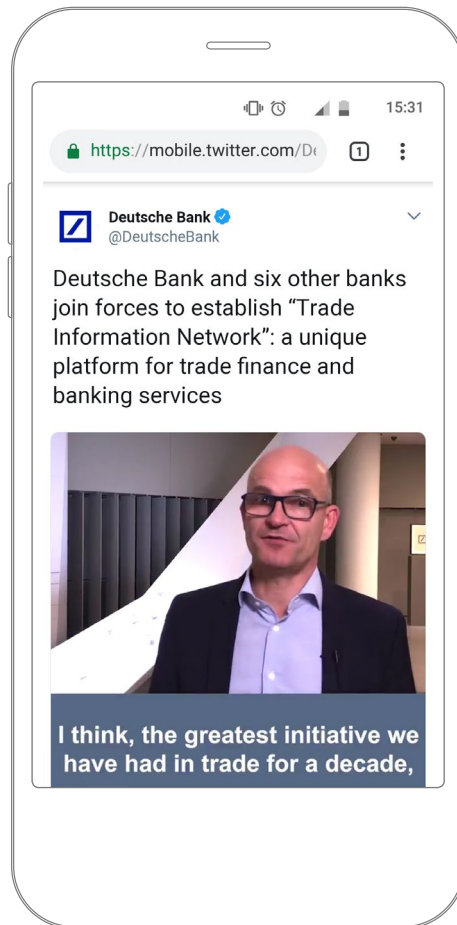
Instagram:

Subtitling their videos, using striking images, utilising the instastories.

Instastories puts your brand in front of a bigger audience than posting images/videos alone.



WHO'S DOING WELL?



Twitter:

Subtitling their videos,
good imagery, fun facts.
All encourage social
interaction.



SOCIAL MEDIA INDUSTRY TRENDS



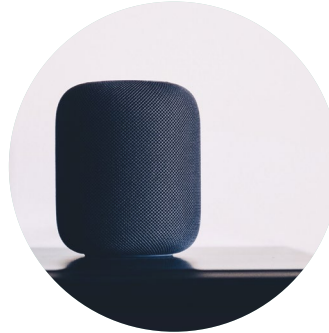
Watching video online & live video

Watching video and live video will become more popular, Facebook Live & Instagram are the current kings



Influencer marketing

This will grow and grow, and will help companies reach a wider audience



Smart speakers

Think Alexa, you will be able to sign up to a range of topics and listen as you go about your business (not dissimilar to podcasts)



Temporary content

Think SnapChat and Instagram stories, these are also great ways to utilise polls/ opinions in a short time



Social CEOs

More CEOs will be social, producing videos, and blogs, and interacting on social channels directly with their end consumer





USEFUL TIPS



85%

of people watch videos on social media **without sound**, so add subtitles. They increase the likelihood that people will watch until the end

Be aware of
VIDEO LENGTH LIMITS
on each platform:

				
	STORIES	FEED		
2'20"	15"	60"	45'	10'

Do utilise the **AUDIENCE TOOL** available to you on Facebook Business pages



Display your
INSTAGRAM NAMETAG
at events and shows, and
across your social networks

LONG FORM

content works better on
LinkedIn & Facebook

AND

SHORT FORM

on **Twitter & Instagram**

USEFUL APPS & WEBSITES

Canva

Online free image editing tool
(desktop and app based)

↪ [link](#)

Boomerang

Looped 3-4 second videos

↪ [link](#)

Hyperlapse

Timelapse app

↪ [link](#)

Social Media Examiner

Keep up to date with news and tutorials

↪ [link](#)

Camera+

Another photo editing app, you can also
adjust the horizon of a photo with this app

↪ [link](#)

Video Crop

Trim and cut videos

↪ [link](#)

CaptionHub

Easy to use online subtitling tool

↪ [link](#)

Marketing Land

Social Media news

↪ [link](#)

T H A N K



Y O U