



High Net Worth Individuals in the U.S.

Seeking Investment Inspiration on
Social Media Channels

Using Social Media as a Critical Tool in the Decision-Making Process

The investment world as we know it is being reshaped.

A big shift is underway when it comes to wealth management - it's not just the mass affluent who are turning to social media channels to discover information and make investment decisions. High Net Worth Individuals (HNWIs) are increasingly tapping into these resources for guidance.

If you market to these individuals, this should spark your attention. After all, the population of U.S. HNWIs grew 17% to 4 million and their wealth grew 18% to a record of US \$13.9 trillion in 2014 - outpacing the growth rates of global HNWIs.¹

This eBook shares insights we gleaned by surveying U.S. HNWIs - that is, those holding over \$1 million in personal investable assets - who use LinkedIn and other social media channels.



Key Findings

In line with other research on this audience, we found that although HNWIs in the U.S. are older than in other countries, they increasingly rely on digital and social channels for actionable information:

- 70% of U.S. HNWIs use social media, and their usage is high across all asset ranges – from affluent to über affluent.
- 60% of HNWIs are over 65, and 64% are retired or not-employed.
- Most HNWIs tend to access social media via a desktop computer (66%), while nearly half access social media via tablet and 2 in 5 access via mobile.
- Among those that access social media from desktop, 67% access LinkedIn via desktop weekly.

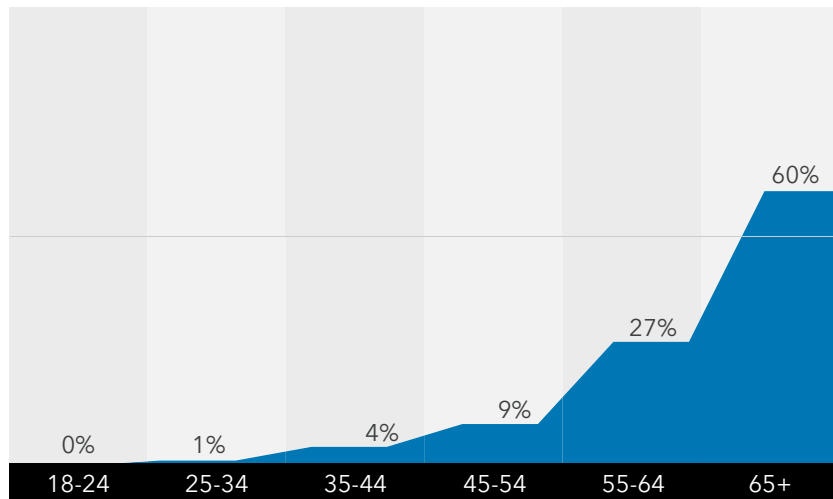
For financial advisors and firms serving U.S. investors, the opportunity is clear: build relationships with HNWIs by providing the helpful content they seek on the channels and devices that are most trusted for investment information. But in order to stay relevant, trusted, and connected with this audience, it's critical to understand their unique behaviors and expectations.

Read on to better understand how financial advisors and services firms serving HNWIs in the U.S. can tap into this huge opportunity.

HNWIs in the U.S.: Older but Active on Social Media

HNWIs in the U.S. tend to be older consumers compared to other countries: 60% are over 65 and 64% are retired or not employed. As more Baby Boomers move into retirement age, there will be a substantial amount of family wealth changing hands. With \$30 trillion in financial and non-financial intergenerational wealth transfer over the next 35 years, this represents a significant opportunity for financial institutions to educate the next generation of HNWIs.² In fact, almost half of Millennials have already received an inheritance.³ To reach this younger audience, digital will be critical as 77% of those under 40 expect to use digital channels to manage their wealth portfolios.⁴

Age of HNWIs in the U.S.

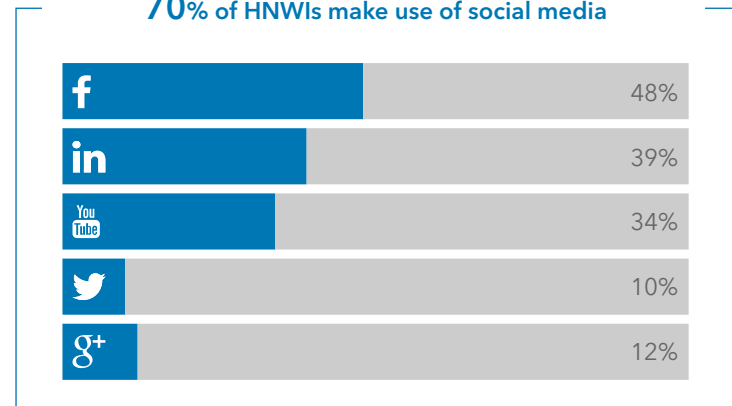


Regardless of age, HNWIs in the U.S. are increasingly turning to social media in general and, LinkedIn in particular, a key information resource. 70% of U.S. HNWIs use social media and since our last study two years ago, this represents a significant jump in the adoption of social media as an information source and influence on investment decision-making.

Social media sites/services usage



70% of HNWIs make use of social media



²Accenture, The "Greater" Wealth Transfer, 2012

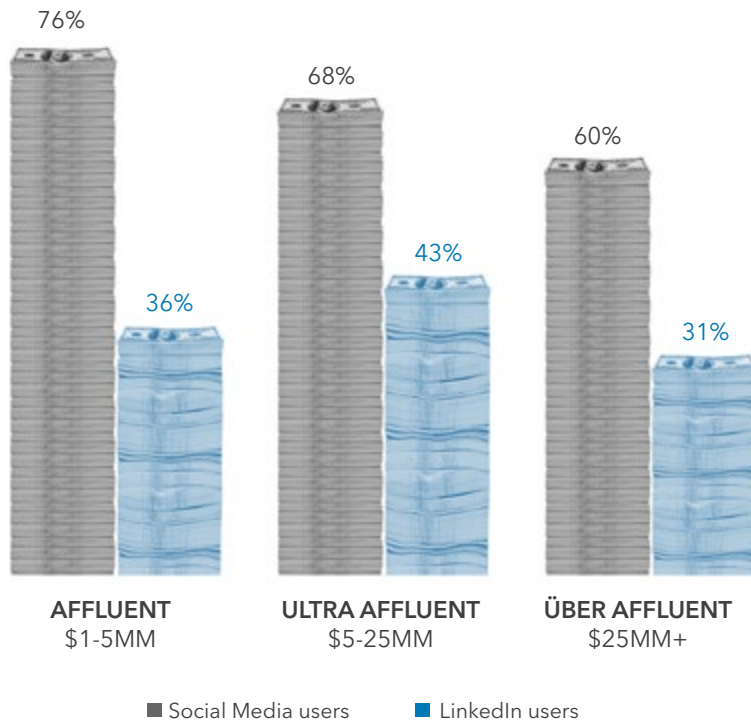
³2014 U.S. Trust, Insights on Wealth and Worth

⁴2014, Capgemini, Transforming Wealth Management in the Digital Age2

Social Media Usage High Across All Asset Levels

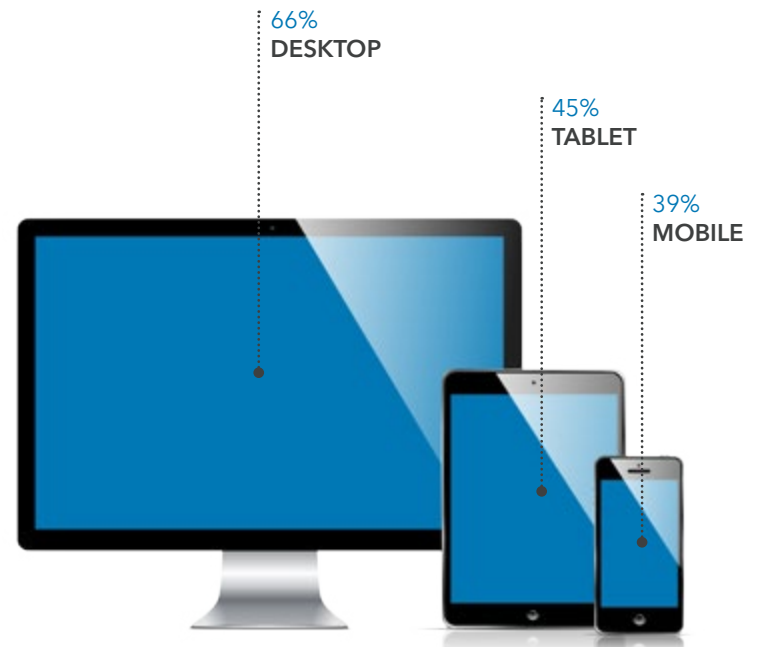
U.S. HNWIs at every level of affluence turn to social media, though their usage declines as their wealth increases. However, usage of LinkedIn stays relatively consistent across all affluence levels.

Do you use the following social media sites/services?



And among HNWIs who access social sites, the majority do so via desktop (66%), while tablet and smartphone usage has risen since last year. As mobile usage continues to grow, marketers will need to ensure they develop content specifically for the mobile platform.

HNWIs who use social media weekly by device:



Turning to Social Media for Updates, Information, and Advice

At each stage of the financial decision-making journey, HNWIs in the U.S. find value in social media. The 25% of them who turn to social networks for financial purposes are focused on the following:

- Keeping up-to-date with current financial trends
- Gathering preliminary information about financial products policies or institutions
- Seeking advice or gathering information to help make a financial decision

That said, the majority of U.S.-based HNWIs use LinkedIn as a discovery tool in searching for information and following updates from financial services companies. **Of those HNWIs in the U.S. turning to social channels, 40% are on LinkedIn - and 62% of them access LinkedIn weekly.**

The vast majority use LinkedIn to connect with and read updates or posts from business colleagues. But they also use it for job-or industry-related updates, networking or job searches, connecting with select circles on an issue, or posting updates about their job or industry.

Top 6 activities undertaken on LinkedIn



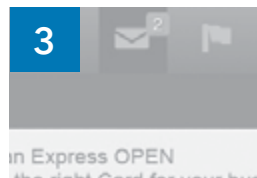
1
Connect with current/
past business
colleagues

68%



2
Read updates or
posts from colleagues

56%



3
Receive updates
related to my job or
industry

40%



4
Network or search
for a job

37%



5
Connect with select
circles of people on
a particular issue or
goal

33%



6
Post updates related
to my job
or industry

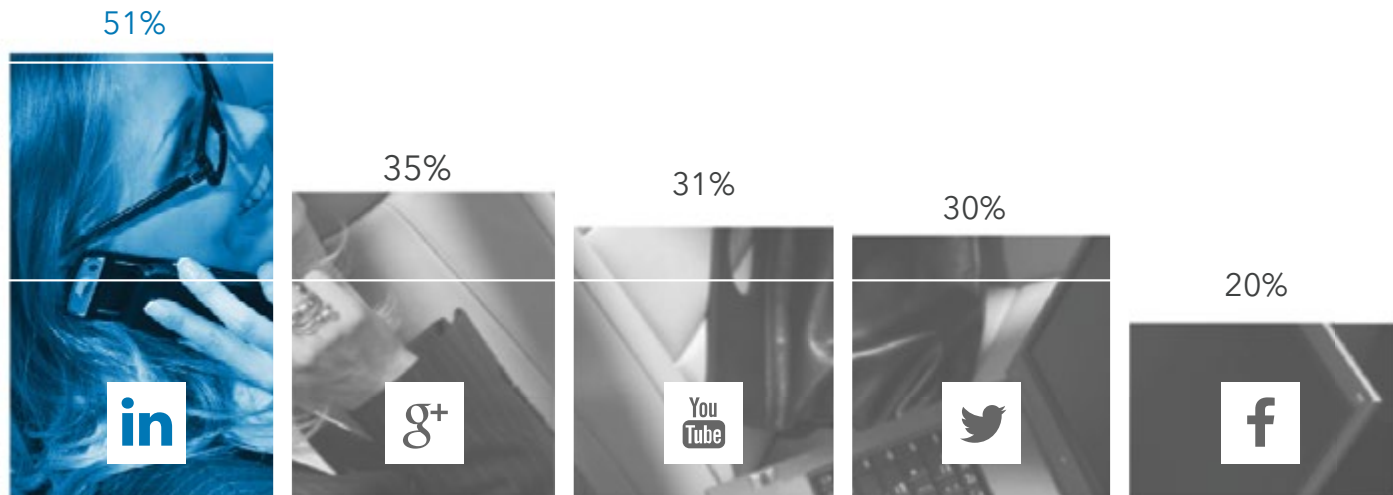
31%

Trusting the LinkedIn Platform

Just like their Canadian peers, U.S. HNWI's place more trust in the branded content on LinkedIn than on other major social media networks. As a result, they're far more likely to access this content on LinkedIn than on just about any other major social platform.

For marketers looking to improve brand perception and motivate HNWI's to take action, providing relevant content in a trusted context proves you can be a strategic partner that understands their needs. This trust can lead to relationships that impact the bottom line. Almost a third of HNWI's surveyed said they have taken action as a result of reading financial content on social media.

To what extent do you trust content shared by brands on each of the following social networks?



Acting Upon Insights on LinkedIn

When looking for specific types of financial-related information on LinkedIn, U.S. HNWI's primarily seek "bigger picture" financial information followed by new product info:

- Market and economic commentary (42%)
- New product information 33%)
- Expert reviews and testimonials (31%)
- Finance events (30%)

Here are examples of brands delivering that type of content on LinkedIn:



That said, High Net Worth Individuals in the U.S. have shown that they take action upon this information when it is consumed on social media. When they find the information they want, 28% conduct additional research on a financial product or service; ask a financial professional for additional information; or purchase an investment product.

When HNWI's discover desired financial information...



28% take future action

- Conduct additional research
- Ask a financial professional for additional info
- Purchase an investment product



Fact: 28% of U.S. HNWI's act upon financial information they access via LinkedIn.

Opportunity: Provide a clear path to guide their investment decisions.

Marketer Implications: Offer Compelling Content to Move HNWI's Through Their Journey

The good news is that the U.S. financial services market is fairly mature in embracing social media as a way to connect with U.S.-based HNWI's. And because their audience is on LinkedIn, banks and financial advisors can seize the opportunity to impact the investor's journey and trigger action. It's just a matter of providing what HNWI's are craving - relevant, contextual information delivered to them at just the right time.



By taking these actions, firms can stand out during the financial decision-making journey. Better yet, they can generate awareness and trigger further exploration of their products and services.

Specifically, firms can impact their top lines by doing the following:

Ensure relevance through targeting.

Develop content that is relevant by life stage and utilize LinkedIn's precise targeting to reach exactly the right audience. Target Baby Boomers with specific content about market and economic commentary, the breakdown on recent financial events, lessons learned, leadership perspectives, and innovative trends.

Highlight new products.

The most desired type of content is preliminary information about financial products. Make sure you're informing HNWI's about new opportunities to make their money work harder for them and their families.

Build relationships with the younger HNWI's.

As the wave of intergenerational wealth transfer grows, use social media to educate and build relationships with Millennials who think about wealth and investing in a much different way.

Nurture the hand raisers.

Develop a nurture campaign for those who have engaged with your content. More than half of HNWI's are triggered to take further action after finding the financial information they seek.



Ready to engage with
HNWIs on LinkedIn?

Visit <http://lnkd.in/contact>