



High Net Worth Individuals in Canada

Tapping into Social Media for
Actionable Investment Insights

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. In Canada, High Net Worth Individuals (HNWIs) are increasingly tapping into their social networks for guidance. If you market to these individuals, this should spark your attention. After all, in Canada, the total number of HNWIs increased by 7.2% to reach 320,000 and their wealth increased by 9.1% to reach USD\$979 billion.¹



Key Findings

This eBook shares insights we gleaned by surveying Canadian HNWIs – that is, those holding over USD\$1 million in personal investable assets – who use LinkedIn and other social media channels. We found that HNWIs in Canada increasingly rely on digital and social channels for actionable information:

- 50% of investors rely heavily on financial sites and blogs
- Close to 57% of HNWIs conduct all or most of their wealth management relationship via digital channels
- 85% of HNWIs in Canada use social media, which is a higher percentage than in the U.S., UK, and Australia
- Mobile social media usage among Canadian HNWIs is high – 64% access it on tablets and 60% on smartphones
- 45% of HNWIs in Canada prefer LinkedIn over other sites offering financial information
- 56% of HNWIs in Canada are triggered to take further action after finding the financial information they seek.

For financial advisors and firms serving Canadian 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.

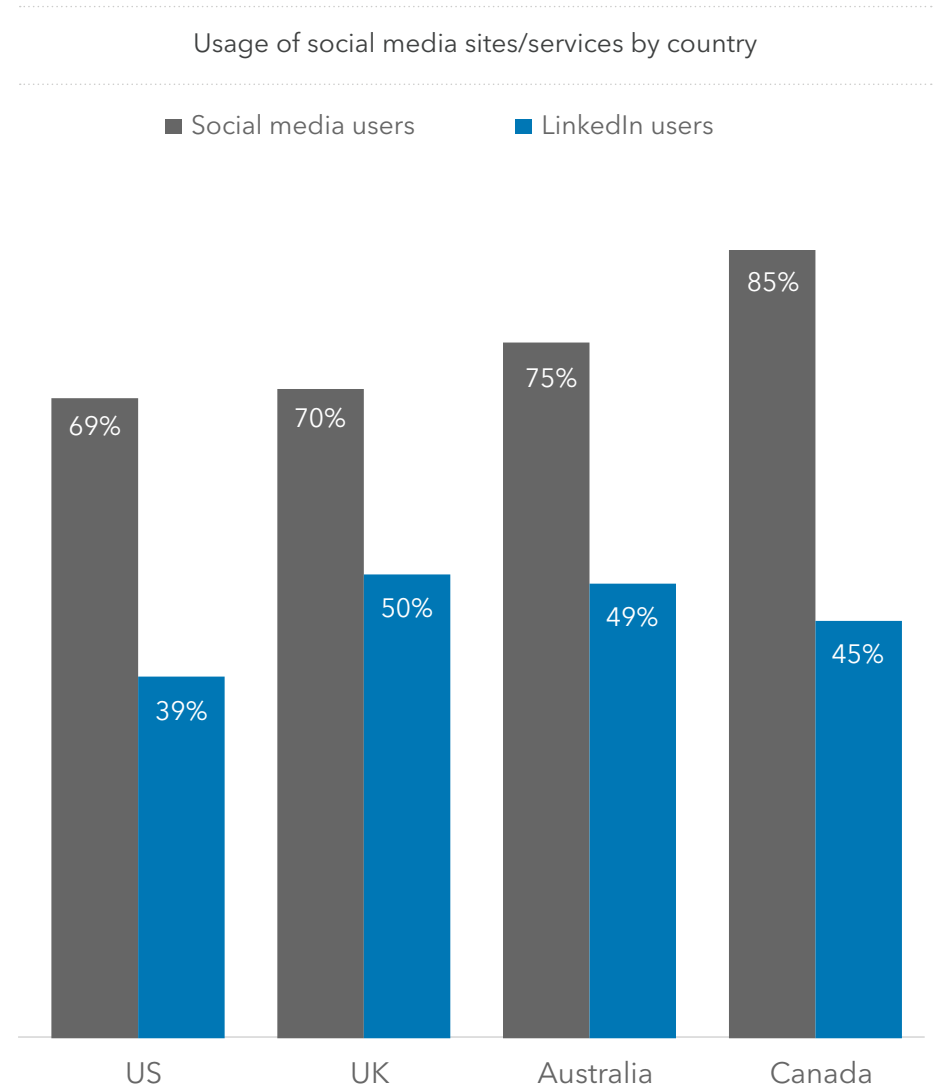
Read on to better understand how financial advisors and services firms serving HNWIs in Canada can tap into this opportunity.

85% of HNWIs in Canada Use Social Media

Social media in general and LinkedIn in particular are emerging as key information resources for HNWIs in Canada. And it's no wonder – Canada is considered one of the world's most socially connected countries, with over 50% of the population using social media tools. This in a country whose population is roughly 11% the size of the U.S.

In fact, 85% of Canadian HNWIs use social media – which is higher than the usage in the U.S., UK, and Australia – and more of them access these sites via tablets (69%) and smartphones (60%). Contrast this with the 39% of HNWIs in the U.S. accessing social media from a smartphone, and the 45% doing so from a tablet.

Even though the Canadian population of HNWIs is relatively small (320,000 in 2013² versus 4,006,000 in the U.S.), the uptake of social media – and LinkedIn in particular – for investment-related information is growing rapidly.



Top Reasons for Using Social Media

In Canada, as in the U.S., the top 4 reasons HNWI's use social media are to:

1. Read updates/posts and stay up-to-date with colleagues and friends
2. Connect with select circles around a particular goal
3. Stay up-to-date on current news and events
4. Receive timely updates relevant to their jobs/industry



Fact: 47% of Canadian HNWI's use social networks for financial reasons.

Opportunity: Provide the relevant news and updates Canadian HNWI's seek on social media.

More specifically, **47% of the HNWI audience in Canada who turn to social networks use them for one of the following financial purposes:**



Gather preliminary information about financial products policies or institutions (38%)



Keep up-to-date with current financial trends (36%)



Seek advice or gather information to help make a financial decision (33%)



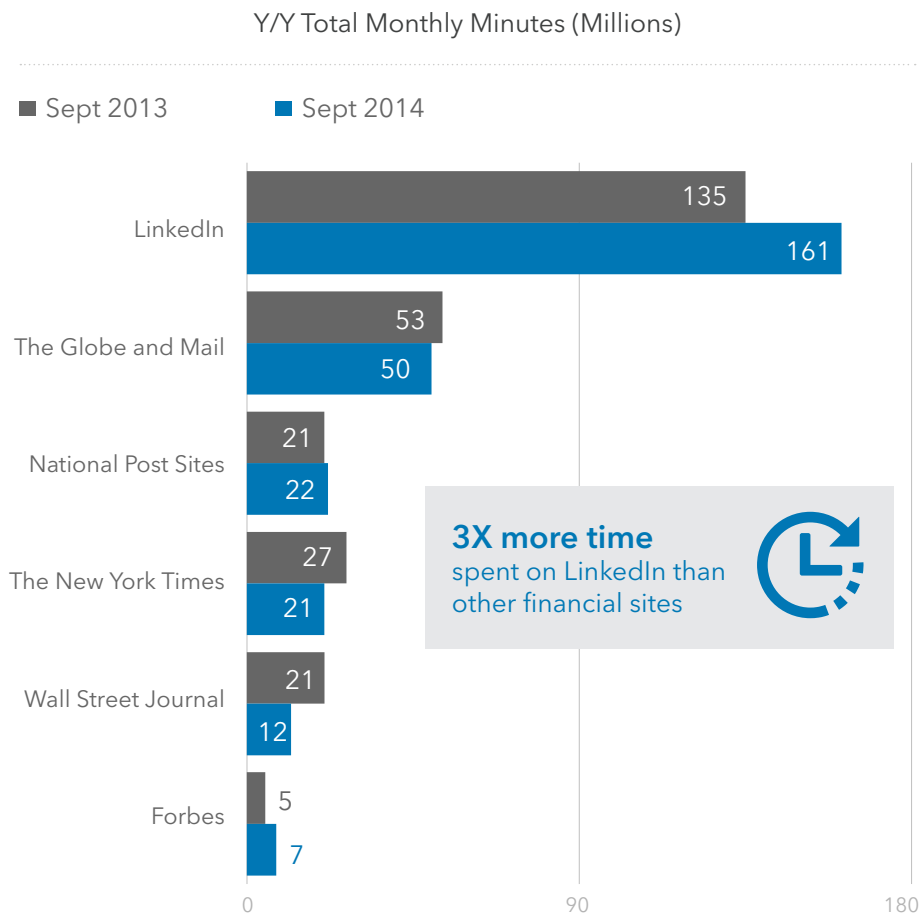
Evaluate or re-think a financial decision already made (33%)

This 47% who use social networks for financial reasons is a much higher percentage than the 20% of HNWI's in the U.S. who do so and this is likely tied to the fact that the Canadian HNWI's audience is younger on average than in the U.S. (median age of 52 in Canada versus 64 in the U.S.).³ That means they're still planning for retirement while their U.S. counterparts are nearing or already in retirement.

LinkedIn Leads Among Canadian HNWIs

Of those HNWIs in Canada turning to social channels, **45% prefer LinkedIn over other social channels** – and 72% of them access LinkedIn several times a week. What's more, over the past 12 months, that number has jumped by 19%.

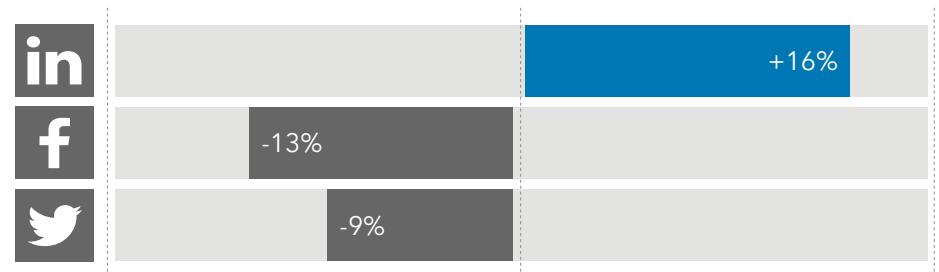
In fact, they are more engaged on LinkedIn than on other sites offering financial information.



Plus, LinkedIn is growing among the affluent and influential Canadian audience, more so than other social networks.

9.7 million affluent Canadians (HHI \$100K+) were online in September 2014, and LinkedIn grew its affluent audience by 16% year over year.

LinkedIn's YoY percent growth in **affluent audiences exceeds growth trends** across total Internet and social networking sites.



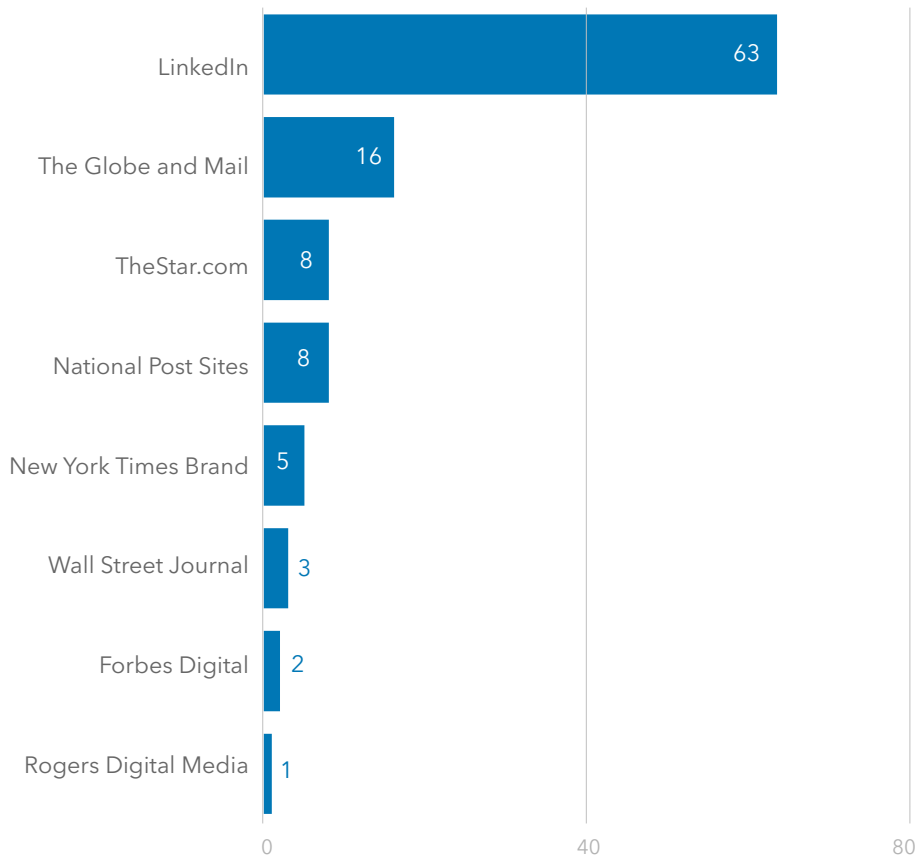
Fact: 45% prefer LinkedIn over other social channels.

Opportunity: Be present and active on LinkedIn.

LinkedIn Delivers More Value

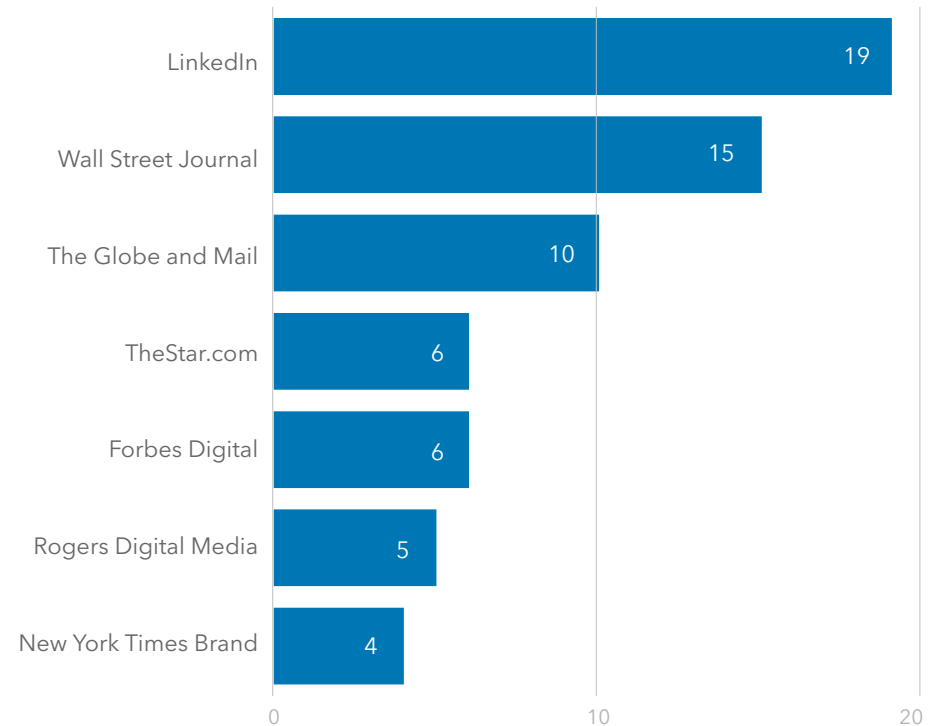
Affluent business professionals in Canada are also spending nearly **3x more time on LinkedIn** than on other leading business sites, which speaks to the value that LinkedIn offers them.

Total Monthly Minutes, Affluent Unique Visitors



And we see over **2x more page views than the closest leading competitor.**

Average Monthly Pages, Affluent Unique Visitors



Fact: HNWIs spend far more time on LinkedIn than on other leading business sites.
Opportunity: Engage with them via long-form, educational content.


Acting Upon Insights on LinkedIn

When looking for specific types of financial-related information on LinkedIn, Canadian HNWIs are in line with their U.S. counterparts in seeking:

- Market and economic commentary (42%)
- New product information (37%)
- Finance events (36%)
- Expert reviews and testimonials (35%)

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


Northern Trust Wealth Management "Being an entrepreneur is like a relay race." Our experts reveal important lessons to help budding entrepreneurs take that brilliant business idea and turn it into a thriving business. <http://ntw.lt/1m8l9X1>



The Making of an Entrepreneur
ntw.lt • Have you got what it takes to be an entrepreneur? Savvy business skills and an MBA do not automatically equal the ability to successfully start and run a new business venture.

Like (327) • Comment (22) • Share • 1 month ago

BlackRock Larry Fink's message about the retirement crisis and how you can plan ahead <http://cnb.cx/10kgLLc>

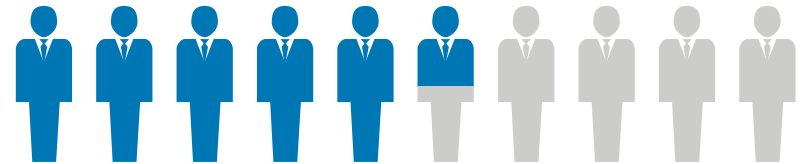


Retirees, we have a problem: BlackRock's Fink
cnb.cx • According the U.S. Census Bureau, 35 percent of Americans over age 65 rely entirely on Social Security's monthly benefit, and 36 percent of the general population don't save anything at all for retirement. That number rises to over 50 percent for...

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That said, HNWIs in Canada act upon this information more frequently than HNWIs in the U.S. When they find the information they want, 56% of Canadian HNWIs either conduct additional research on a financial product or service, ask a financial professional for additional information, or purchase an investment product. In comparison, only about 28% of HNWIs in the U.S. are triggered in this way.

When HNWIs discover desired financial information...



56% take future action

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



Fact: 56% of Canadian HNWIs act upon financial information they access via LinkedIn.
Opportunity: Provide a clear path to guide their investment decision.

Marketer Implications: Unlock the Full Potential of Interactions via LinkedIn

Social media is playing an increasingly critical role as High Net Worth Individuals consider their investment options. While banks and financial advisors in Canada may be more risk averse than those in the U.S. and Australia, they have much to gain by allocating more of their focus and online budget to engaging HNWI's in social media channels. By building relationships with these individuals early, Canadian banks and financial advisors can ensure their brands build stronger affinity and resonate with these HNWI's up to retirement.



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

1. Develop content for mobile.

With high mobile usage among Canadian HNWI's, content must be snackable and easy to consume. Use Sponsored Updates on LinkedIn to deliver content directly within the mobile feed.

2. Ensure relevance through targeting.

Develop content that is relevant by life stage and utilize LinkedIn's precise targeting to reach exactly the right audience. Keep in mind the content HNWI's seek on LinkedIn: market perspectives, product updates, noteworthy in-market or online events, and crowdsourced opinion on a particular topic.

3. Highlight new products.

The most desired type of content is preliminary information about financial products. Make sure you're delivering the information HNWI's seek.

4. Build relationships with younger HNWI's.

The median age of Canadian HNWI's is 52, which is more than 10 years younger than in the U.S. This means more opportunity to educate and build relationships long before they enter retirement.

5. 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.