

# Rethink

THE CUSTOMER JOURNEY:  
ASSET MANAGEMENT



**JOURNEY STAGE:**  
Consideration



**AUDIENCE:**  
Sophisticated Investors



**SECTOR:**  
Asset Management

## THE POWER OF INFLUENCE

*Sophisticated investors need content that will help inform their decisions. How can asset management firms ensure targeted, intelligent messaging that resonates?*

**BLACKROCK®** **LinkedIn™** Marketing Solutions

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## THE CHALLENGE

Sophisticated investors are deemed to have sufficient investing experience and knowledge to weigh up the risks and merits of an investment opportunity.

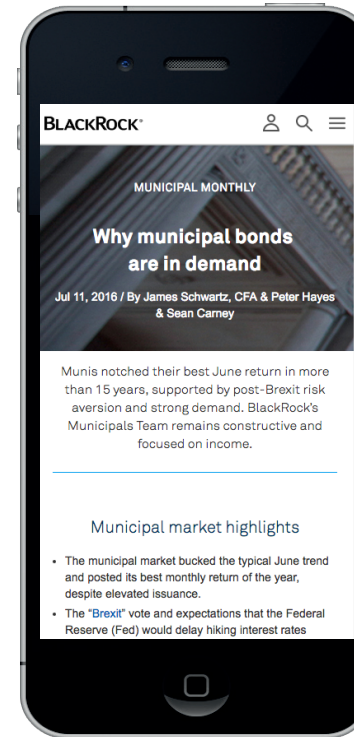
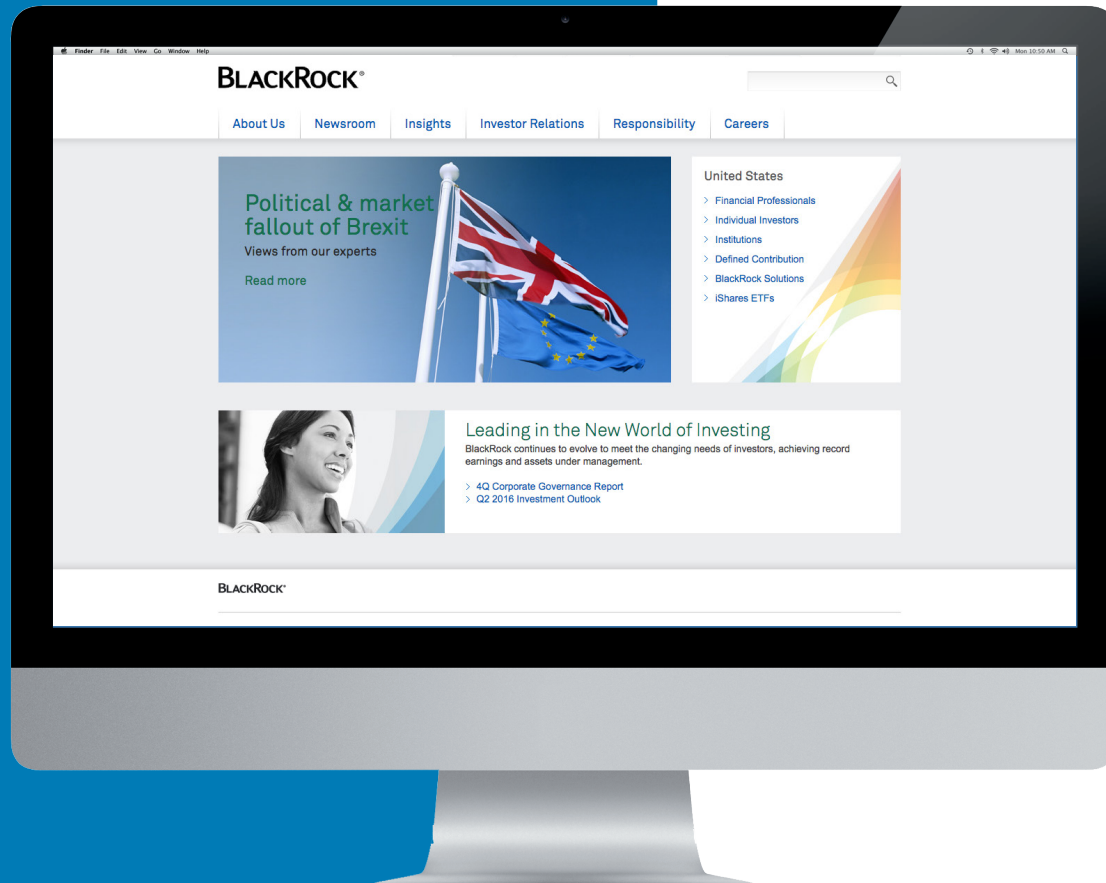
### **The challenge for asset management firms is to ensure powerful messaging when:**

- A wealth of content already exists in the marketplace.
- Information has to be intelligent and persuasive.
- Competitors are continuously shifting their consideration levels.
- There are issues with brand awareness.
- Numerous channels are utilized to inform decisions.

Since 2013, BlackRock has partnered with LinkedIn Marketing Solutions: Financial Services to develop and deliver a successful, highly targeted marketing strategy which has pushed content marketing boundaries.

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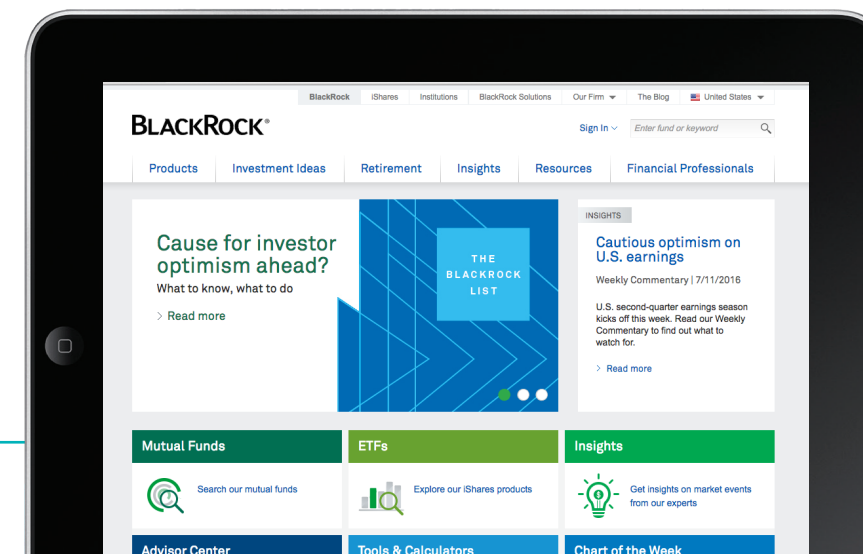


## CLIENT PROFILE AND CAMPAIGN OBJECTIVE

BlackRock is the world's largest asset manager for individuals, financial professionals and institutions. With clients from every corner of the globe and all walks of life, its mission is simple - to help people achieve better financial futures.

It is strongly committed to building partnerships with clients based on trust and transparency, striving to out think and out work its competitors. With an 'anything is doable' ethos, BlackRock strives to help clients invest in smarter ways through digital and innovative thinking.

BlackRock identified a need to deepen understanding of its brand and interact more closely with clients to influence their consideration and engagement levels. To achieve this it sought to engage sophisticated investors with authentic content in a highly targeted way.



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## THE TARGET AUDIENCE

“Sophisticated investors are the dream client of a financial services firm.”

**Investopedia, June 2016**

BlackRock is dedicated to helping people plan for retirement and invest in smart ways. Sophisticated investors continue to be a core asset class for the firm.

Conducting its own internal research with this target audience, BlackRock developed investing personas based on interests, income levels and education profiles.

### **Partnering with LinkedIn**

BlackRock worked with LinkedIn Marketing Solutions: Financial Services to enable its marketing activity to be fully targeted and to continually refine and hone its strategy by learning about the nuances of this niche audience.

LinkedIn provided the ideal channel, where audiences are willing to receive thought leadership content.

“LinkedIn’s niche targeting capabilities ensure BlackRock can reach more customers with personal, relevant content for more meaningful communication and a greater sphere of awareness.”

**Jennifer Eldin, Global Head of Social Media & Content, BlackRock**

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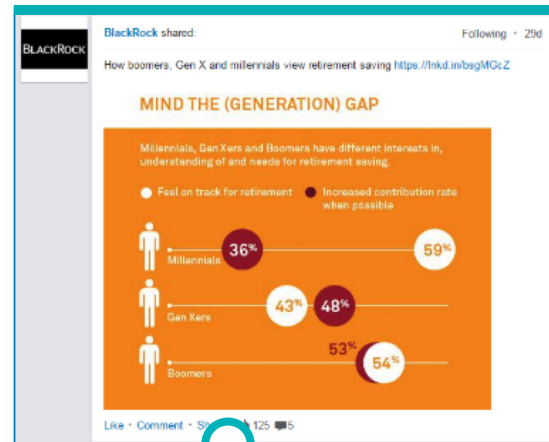
# THE CUSTOMER JOURNEY

BlackRock looked to LinkedIn Marketing Solutions: Financial Services to create a platform for content distribution and engagement. Since 2013, Sponsored Content posts have been utilized to streamline messaging, reaching the right clients with the most relevant content.

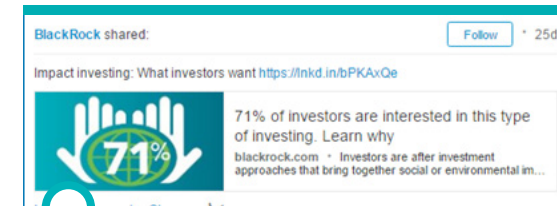
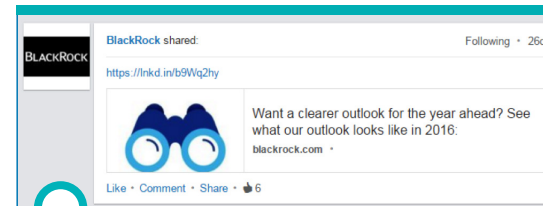
This strategy enabled BlackRock to distribute thought leadership content that ranged from short, basic educational information to detailed investing and asset management content. By aligning its content structure with LinkedIn's capabilities, BlackRock was able to engage effectively with the sophisticated investor audience.



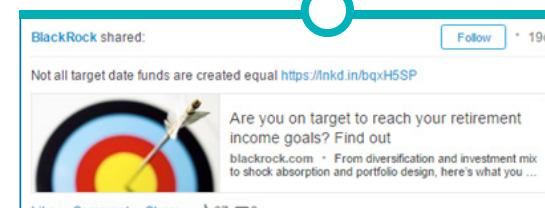
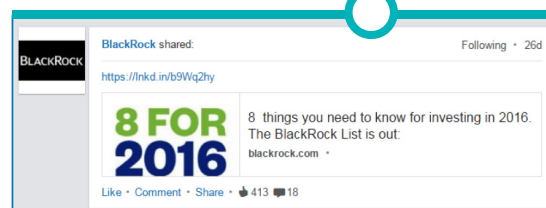
**BlackRock needed to engage a distinct and niche target audience with intelligent content that resonates.**



## Sponsored Content



**Through its partnership with LinkedIn, BlackRock continues to adjust, shape and modify its target profiles to optimize consideration and engagement.**



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## THE RESULTS

By partnering with LinkedIn Marketing Solutions: Financial Services on the creation and delivery of a content marketing strategy, BlackRock was able to target a distinct and niche audience. The ability to truly cherry-pick sophisticated investors and deliver specific, relevant content to them in a shorter time span was vital to the success of the campaign.

The LinkedIn platform also helped BlackRock fuel brand awareness and elevate brand opinion within the digital ecosystem. BlackRock has an insatiable appetite to learn, analyze performance, refine the targeting and depth of content delivered.

Sponsored Content posts to highly targeted audiences will remain an integral tool for BlackRock as it looks to continue to layer internal research into target profiles and use LinkedIn targeting capabilities to activate new campaigns.

“LinkedIn is the gold standard in professional oriented targeting. We know that our great content and organic LinkedIn content will reach the right people through LinkedIn. We watch the magic happen.”

**Jennifer Eldin, Global Head of Social Media & Content, BlackRock**

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**followers through a measured approach  
targeting the right audience at the right time**

4x



**industry benchmark for engagement rates**

1.25x



**in added value earned inventory**

Outperformed

**competitors consistently**



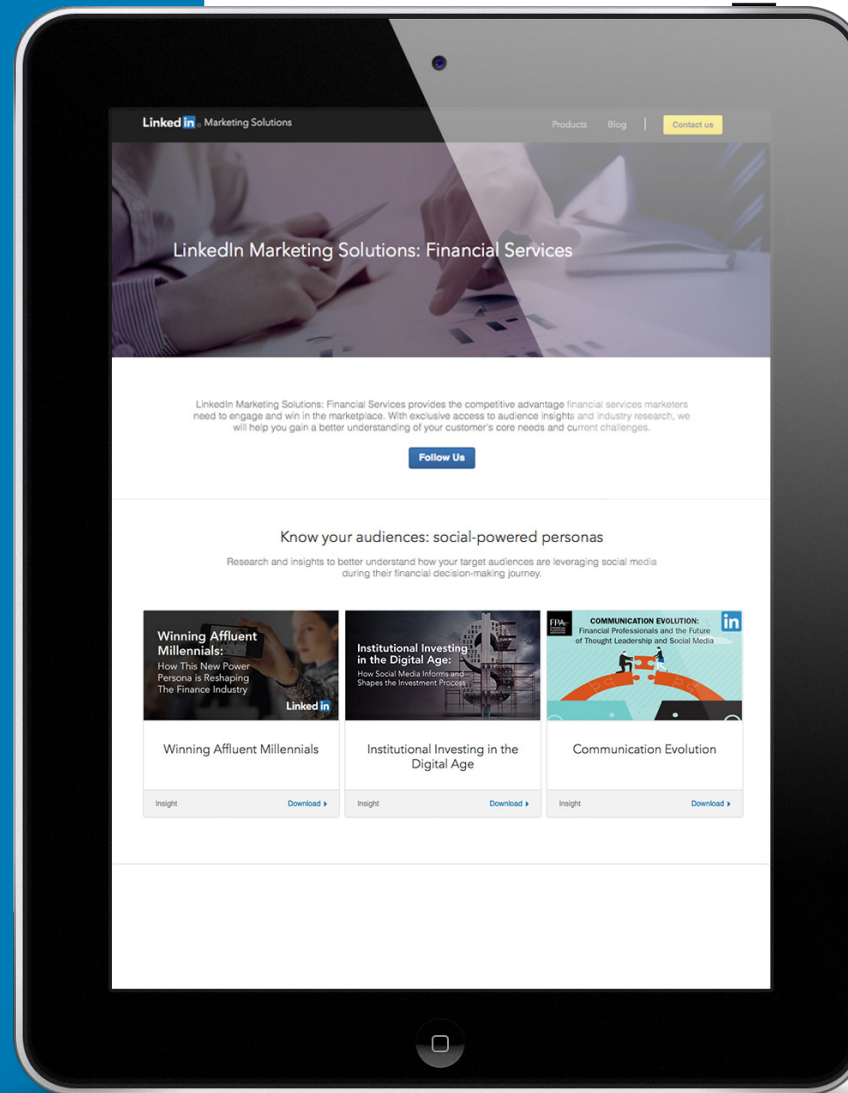
Outranked

**Forbes, Time and Harvard  
Business Review on LinkedIn Pulse**



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## HOW LINKEDIN CAN HELP YOU RETHINK YOUR CUSTOMER JOURNEYS

At LinkedIn Marketing Solutions: Financial Services we aim to partner with financial brands to help them rethink their customer journeys.

### We can do this through:

- **Our Platform:** Offering scale as well as granularity to provide deep insight into your clients and their life journeys.
- **Marketing Solutions:** Driving deeper engagement with personalized, compelling and 'always on' content matched to each stage of your customer's journey.

Get in touch through the contact details overleaf to find out more about how LinkedIn Marketing Solutions: Financial Services can help you rethink your own organization's customer journey and connect you to the audiences and issues that matter most.

## CONTACT US

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## VISIT US AT

<https://business.linkedin.com/marketing-solutions/financial-services?u=0>

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**ABOUT LINKEDIN** | LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 433 million members and has offices in 30 cities around the world.

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