

# Investing in the Digital Age

Institutional investors are vital to the health of world markets – they own a huge piece of the global assets pie, including around 80% of the S&P 500 index, which is about \$18 trillion.<sup>1</sup> But what’s the key to connecting with them? Research by Greenwich Associates shows that it’s providing them with relevant, insightful content they can rely on, in the right place and at the right time.

Get to know more about the content habits of an institutional investor – download the report commissioned by LinkedIn at [lnkd.in/investor](https://lnkd.in/investor)



## 1 Awareness

**63%**  
of institutional investors use social media as their key research source. Only 48% turn to specialist publications



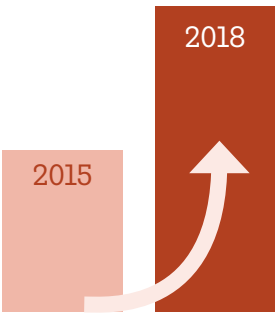
Investors ranked LinkedIn **BEST** for distributing or commenting on market updates with



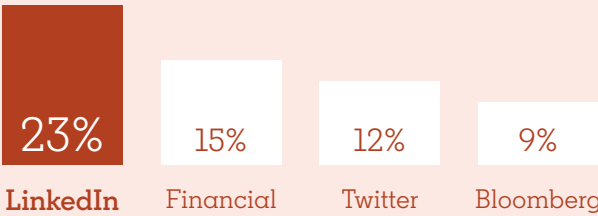
finding the information they need on LinkedIn

## 2 Interest

**68%**  
of investors use social media to research asset management firms. This is up from 36% in 2015



LinkedIn is **BEST** for in-depth learning – ranking above the Financial Times, Twitter and Bloomberg\*



\*Data for Europe

## 3 Evaluation

**46%**  
of institutional investors share what they find on social media with key decision-makers in their organization



LinkedIn users are **2x more intent driven**<sup>2</sup>



“When I visit ... it’s usually to accomplish a specific task”

## 4 Conversion

**1 in 5**  
say trust in brand and company culture is the most important factor when hiring an asset manager



For a second year in a row, Brunswick’s Digital Investor Survey found LinkedIn to be the most trusted social media platform for investment research<sup>3</sup>

## 5 Relationship Strengthening

**58%**  
of institutional investors rely on social media to get support from their asset manager



LinkedIn is the world’s largest professional network with more than 610 million users worldwide. LinkedIn plays a crucial role at every stage of an investor’s buying journey – from providing a platform to raise brand awareness to helping investors and asset managers connect

Unless otherwise indicated, all data is from a Greenwich Associates global survey of 277 institutional investors between August and November 2018. The survey was commissioned by LinkedIn and 65% of the investors who took part had AUM of \$500 million to \$4.999 billion

<sup>1</sup> Pensions & Investments, [www.pionline.com/article/20170425/INTERACTIVE/170429926/80-of-equity-market-cap-held-by-institutions](https://www.pionline.com/article/20170425/INTERACTIVE/170429926/80-of-equity-market-cap-held-by-institutions)

<sup>2</sup> Interpret. Q1 Why do you typically use each of the sites/apps below?

<sup>3</sup> Brunswick, Digital Investor Survey ‘C Suite Execs Need to up Their Game on Social if they Want to Keep Investors Close’, 2019