

Wealth Management Planning and Investors

A Changing Landscape, a Unique Opportunity





Unprecedented times. Unlimited opportunities.

A multi-trillion-dollar wealth transfer from Baby Boomers to younger generations, combined with a record-setting increase in asset prices, presents a variety of opportunities in the wealth management marketplace. At the same time, this increase in activity has also led to increased complexity.

In this changing environment, high-net-worth investors are seeking clear guidance from trusted sources, and many are in the market for new financial advisors. The coming months and years will bring many opportunities for wealth management firms to connect with a growing pool of new and receptive prospects.

More investors:

Fidelity reported **1.7 million** new retail brokerage accounts year over year.¹

More investment:

According to BCG, total AUM rose **12% (\$49 trillion)**.²

More movement:

\$30 trillion set to transfer to heirs in the next few decades, per Morgan Stanley.³



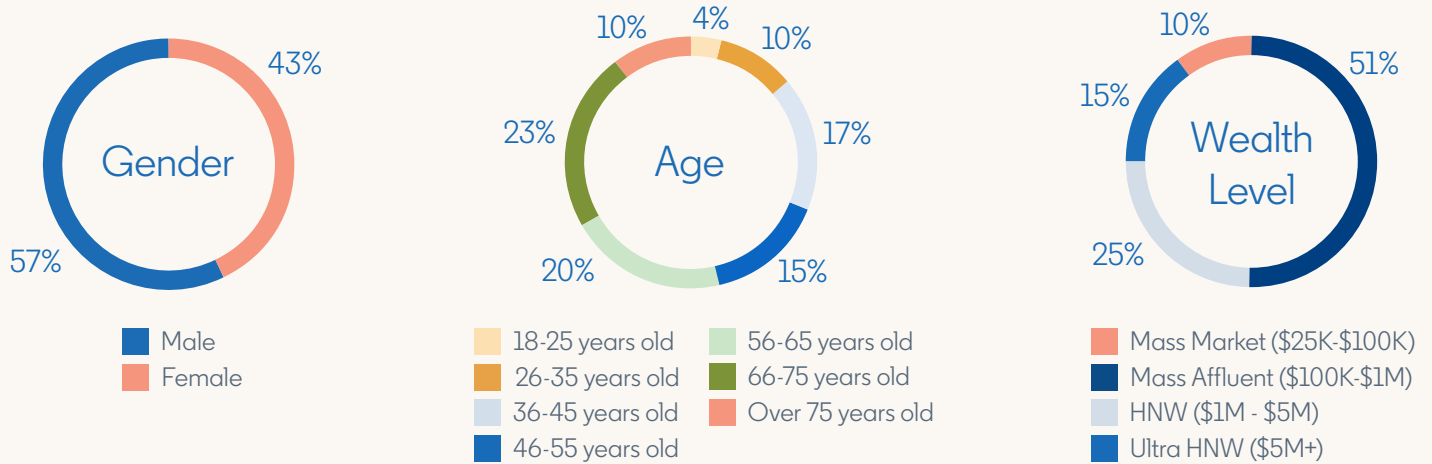
¹Fidelity, Q2 2021 Business Update

²2020 BCG Global Asset Management Report

³Morgan Stanley, How Younger Investors Could Reshape the World

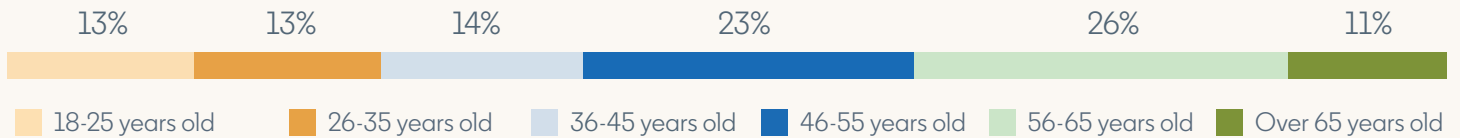
Greenwich Associates surveyed over 1,000 retail investors in North America to understand what they value most.

Demographics⁴

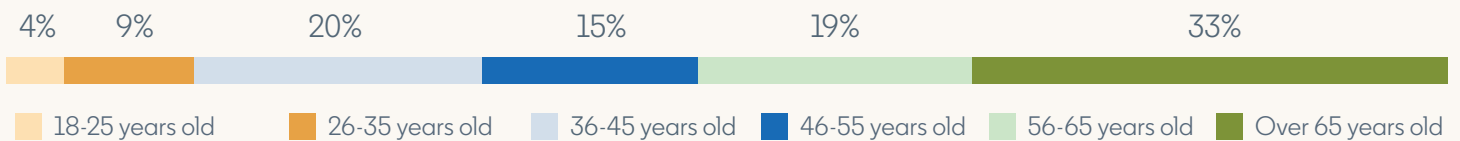


Distribution of wealth by age⁴

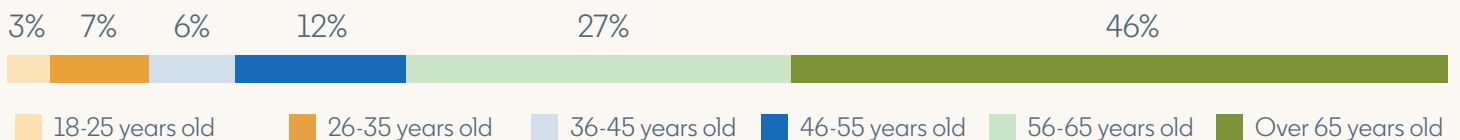
Mass Market (100 responders)



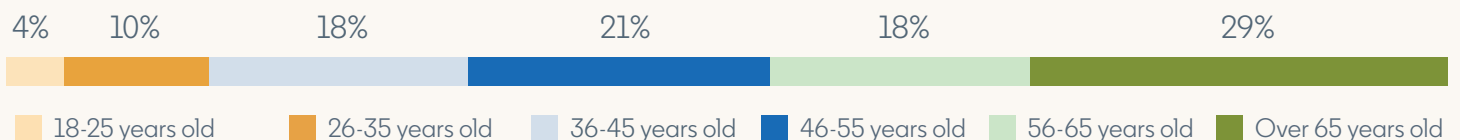
Mass Affluent (527 responders)



HNW (255 responders)



Ultra HNW (150 responders)



⁴Coalition Greenwich 2021 Retail Investors Study

Money on the move

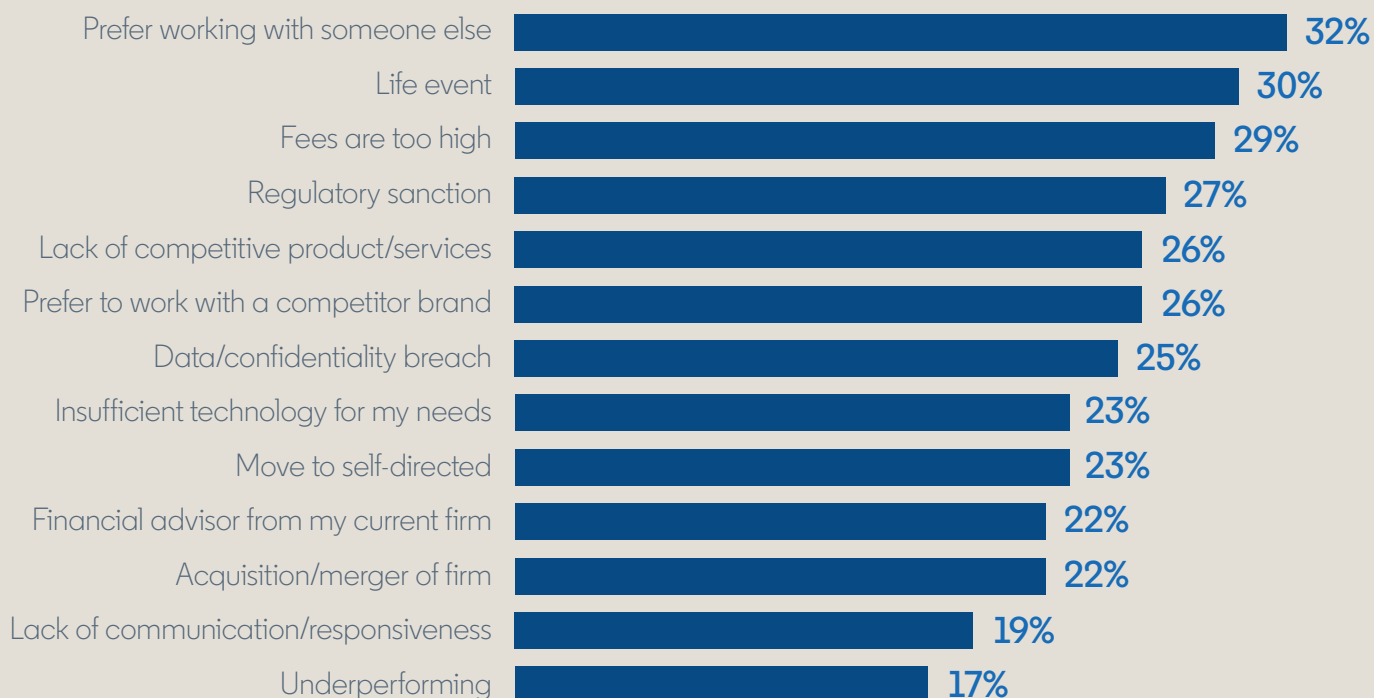
The growing number of investors and accounts, and the transfer of wealth, present a very unique opportunity.

With 25% of retail investors considering changing their financial advisor in the next 12 months, this is a moment in time when wealth management firms must be fully invested in their efforts to connect with new clients.

These potential clients are looking for new financial advisors for a combination of reasons—some **(regulatory sanctions, data breaches)** can be addressed through brand campaigns, while others **(fees are too high, competitive offerings)** are more product-focused. Wealth management firms should be building holistic, full-funnel campaigns to address these varied concerns.



Why are you making a change to your financial advisor?⁴



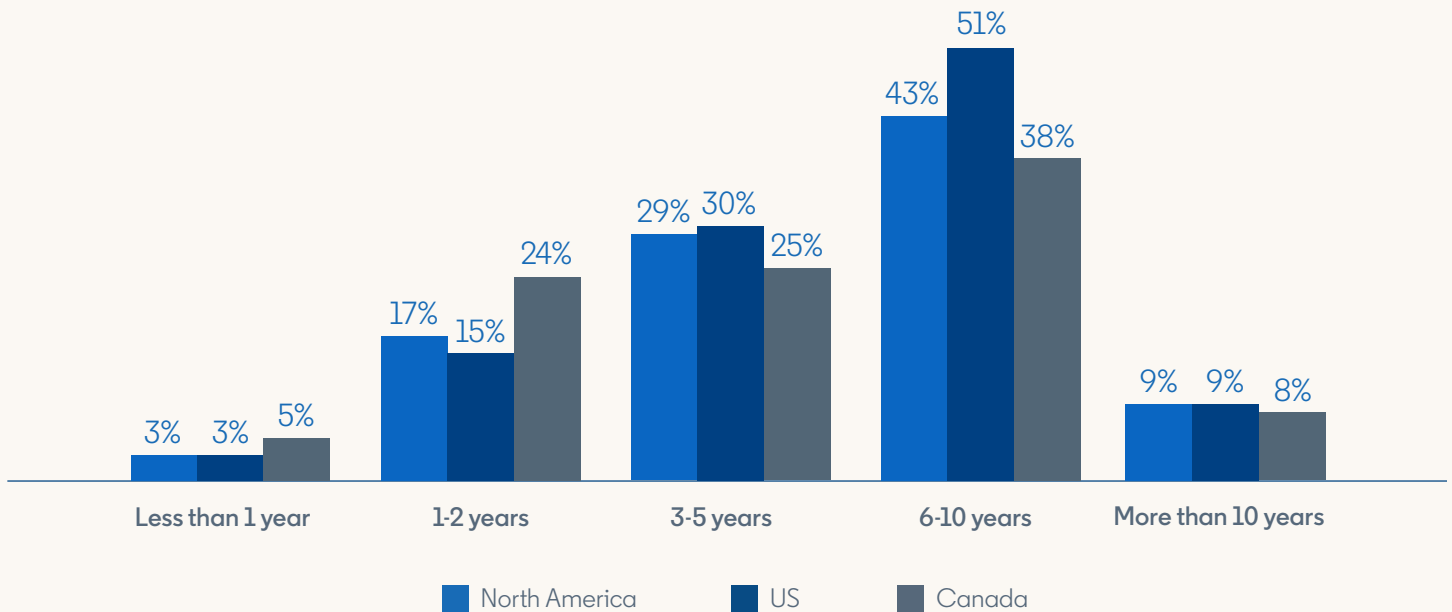
⁴Coalition Greenwich 2021 Retail Investors Study

Time for change

A closing window on a large opportunity

Once a client chooses an advisor, they stay with them for an extended period of time. The majority of retail investors maintain relationships with financial advisors for six to ten years. The window of opportunity to reach this large new pool of investors is limited. But, for the wealth management firms that are able to connect with these individuals during the current shift in the markets, the opportunity to build lasting relationships is tremendous.

Length of time working with financial advisor⁴



⁴Coalition Greenwich 2021 Retail Investors Study

What do consumers want from brands in times of crisis?

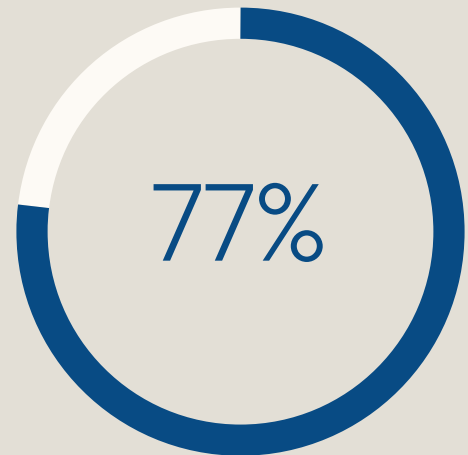
A platform for connection

Pointing the way forward

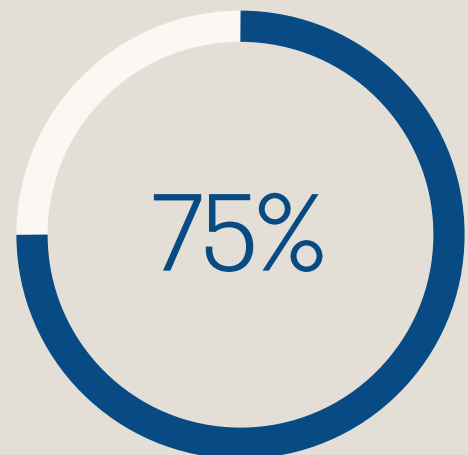
Investors are looking for constant and consistent communication from wealth management brands. That's always been true, but the global pandemic, market volatility mixed with political uncertainty, and a new focus on sustainable investing have made brand reputation all the more important.

Now is the time for wealth management firms to show how their values translate into strategic and sound advice, and how they can help investors stay ahead of regulatory changes and respond quickly to market swings.

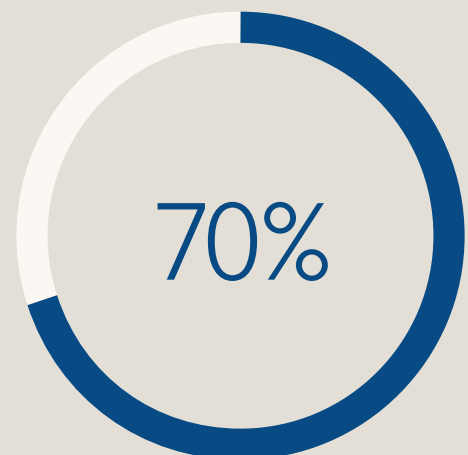
Experience shows that holistic campaigns using a mix of product and brand messaging are an effective way for wealth management brands to demonstrate stability and strategic thinking in an unsettled and confusing environment. In this playbook we'll focus on how wealth management firms can use LinkedIn to build their brands and drive demand.



Talk about how the brand is helpful in the “new” everyday⁵



Keep them informed about the brand's reaction to the new situation⁵

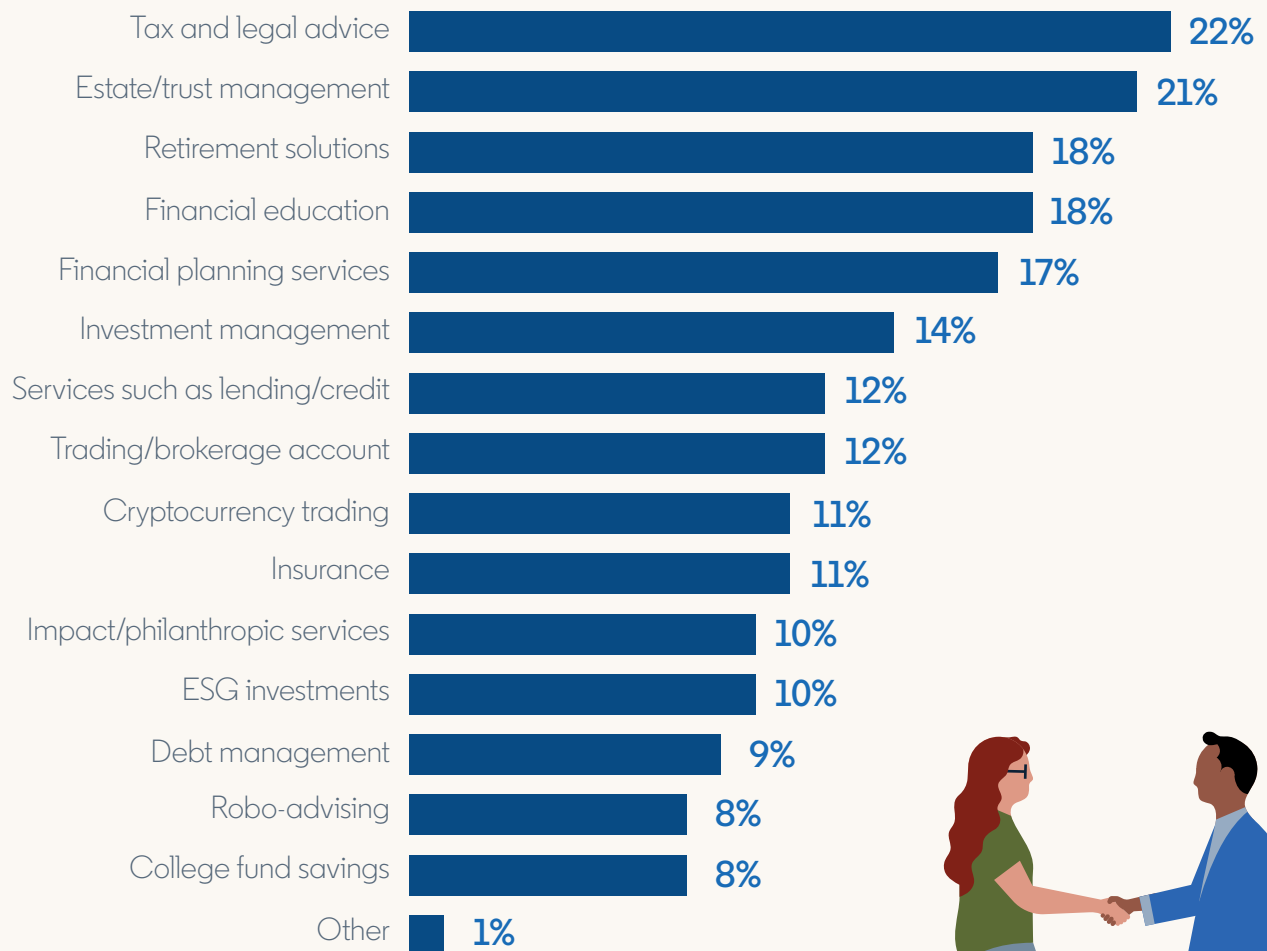


Offer a reassuring tone⁵

What investors want

When it comes to product and education needs, investors are looking for more financial literacy education, specifically around taxes, estate and trust management, retirement planning, and general financial planning.

Products/services investors would like to receive in the future⁴



Products/services investors would like to receive by wealth⁴

	Mass Market (\$25K-100K)	Mass Affluent (\$100K-1M)	High Net Worth (\$1M-5M)	Ultra High Net Worth (\$5M+)
Tax and legal advice	28%	22%	23%	18%
Estate/trust management	18%	23%	22%	17%
Retirement solutions	18%	21%	12%	21%
Financial education	28%	19%	13%	21%
Financial planning services	25%	16%	14%	20%
Investment management	18%	14%	13%	16%
Banking services	14%	13%	6%	19%
Online trading/brokerage account	25%	12%	6%	14%
Cryptocurrency trading	16%	12%	7%	13%
Social impact/philanthropic services	9%	9%	11%	12%
ESG investments	9%	12%	7%	9%
Debt management	23%	9%	3%	11%
Robo-advising	5%	8%	6%	14%
College fund savings	4%	8%	2%	17%
Insurance	11%	12%	8%	12%

As you build content unique to your brand and product offerings, it's important to make sure you're also reaching the right audience.



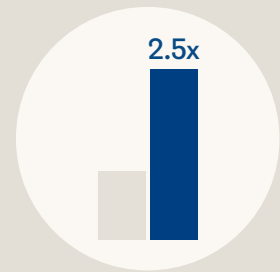
The value of trusted advice

Using LinkedIn's targeting tools, BNY Mellon Wealth Management reached an ultra-high-net-worth audience on LinkedIn to promote their Active Wealth framework, which helps clients sustain and build wealth in today's shifting market environment.

The company's "Good advice makes a difference" 2020 campaign was a success by multiple measures.



Reached over 160K LinkedIn members



Beat engagement benchmarks by 2.5x



Drove 1M+ impressions



Increased brand familiarity by 14%

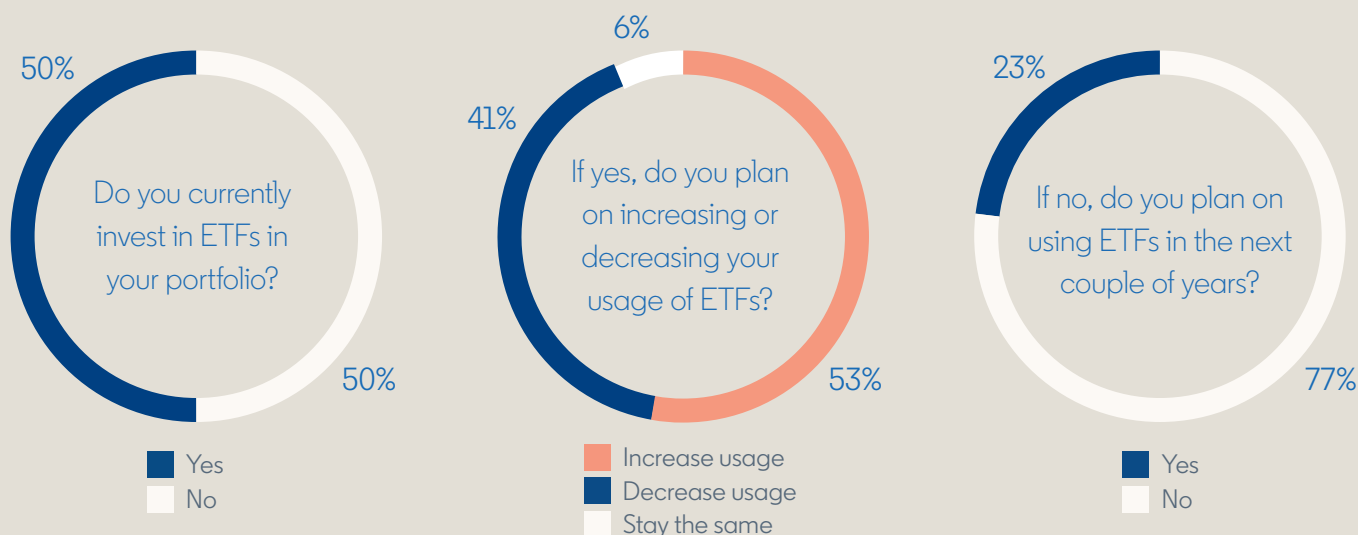
ETFs, ESGs, and crypto by the numbers

How adoption among investors is expected to grow

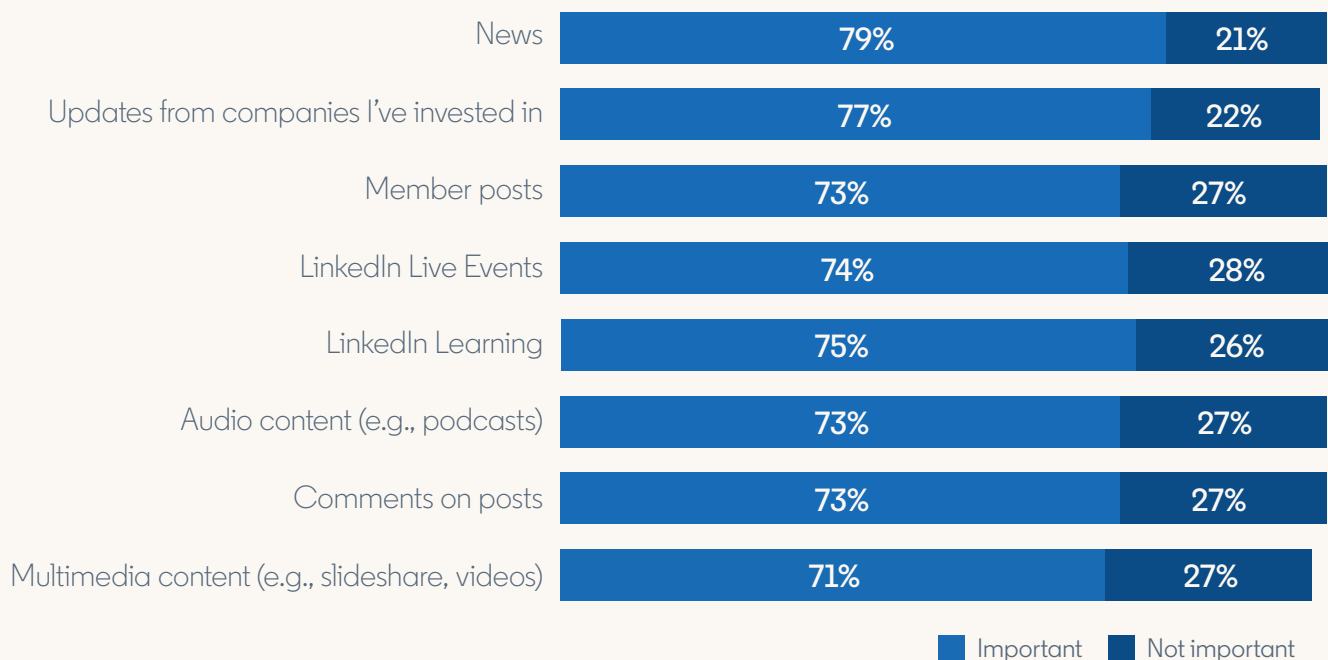


How do investors feel about key portfolio options?⁴

50% of investors currently hold ETFs and adoption is expected to grow.

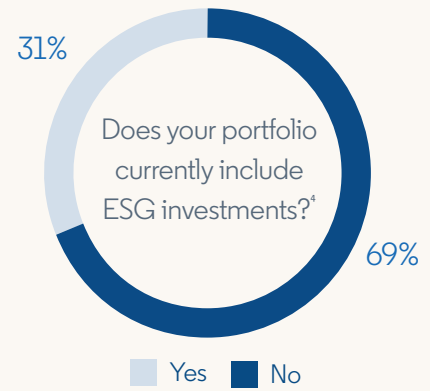


After financial performance, advisor recommendations and brand recognition are critical factors when selecting an ETF.⁴

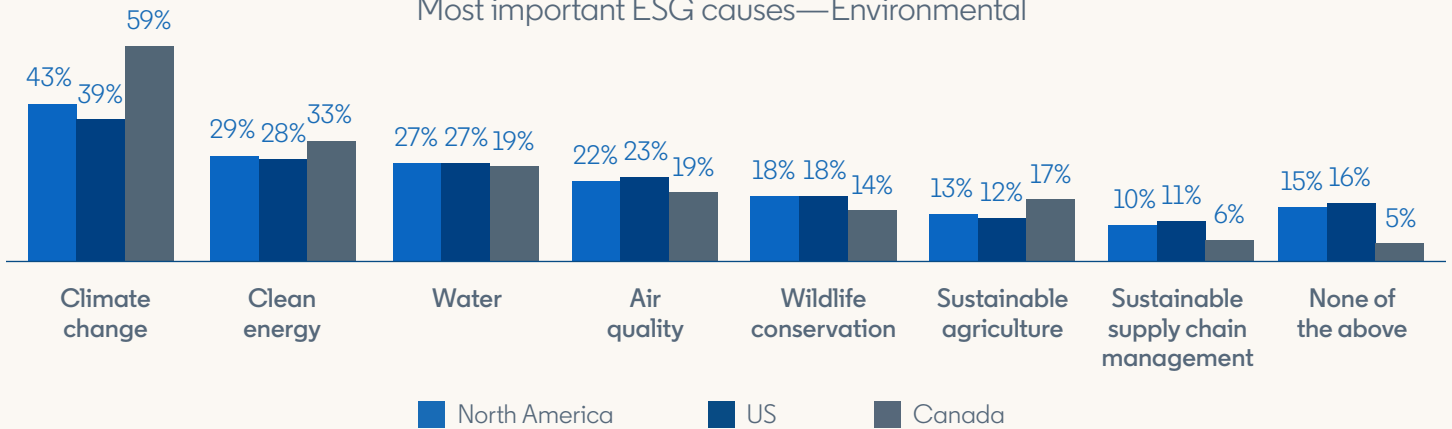


⁴Coalition Greenwich 2021 Retail Investors Study

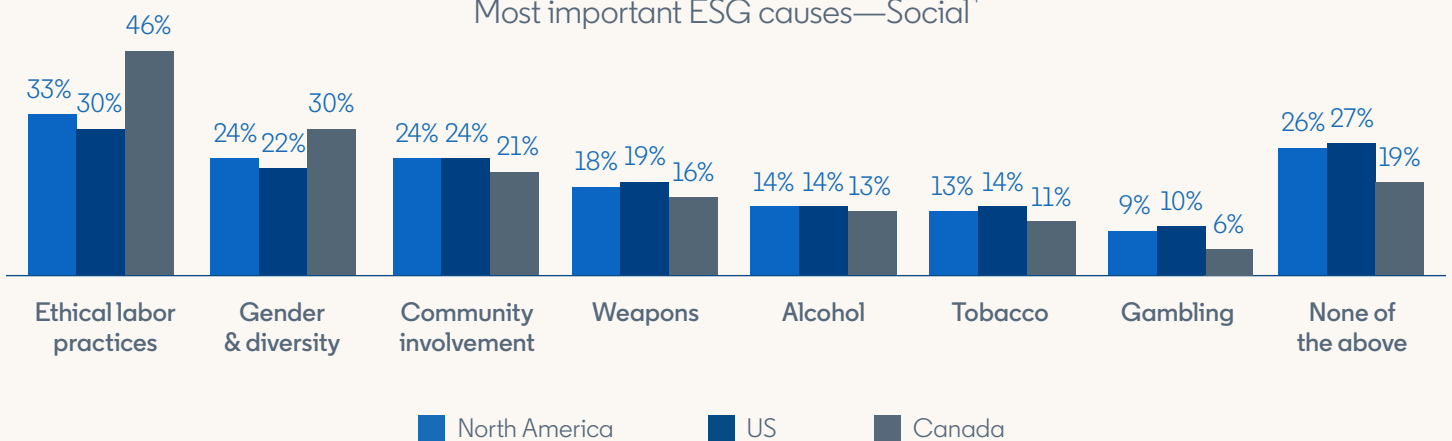
It's interesting to note that despite the media attention, the majority of retail investors are not including ESGs (Environmental, Social, Governance) investments in their current portfolios.



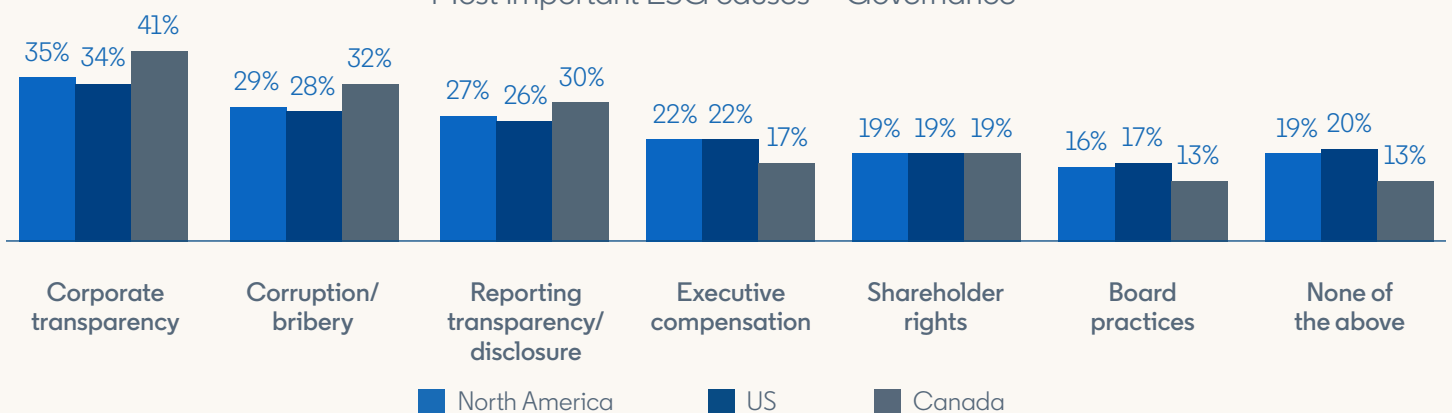
Most important ESG causes—Environmental⁴



Most important ESG causes—Social⁴



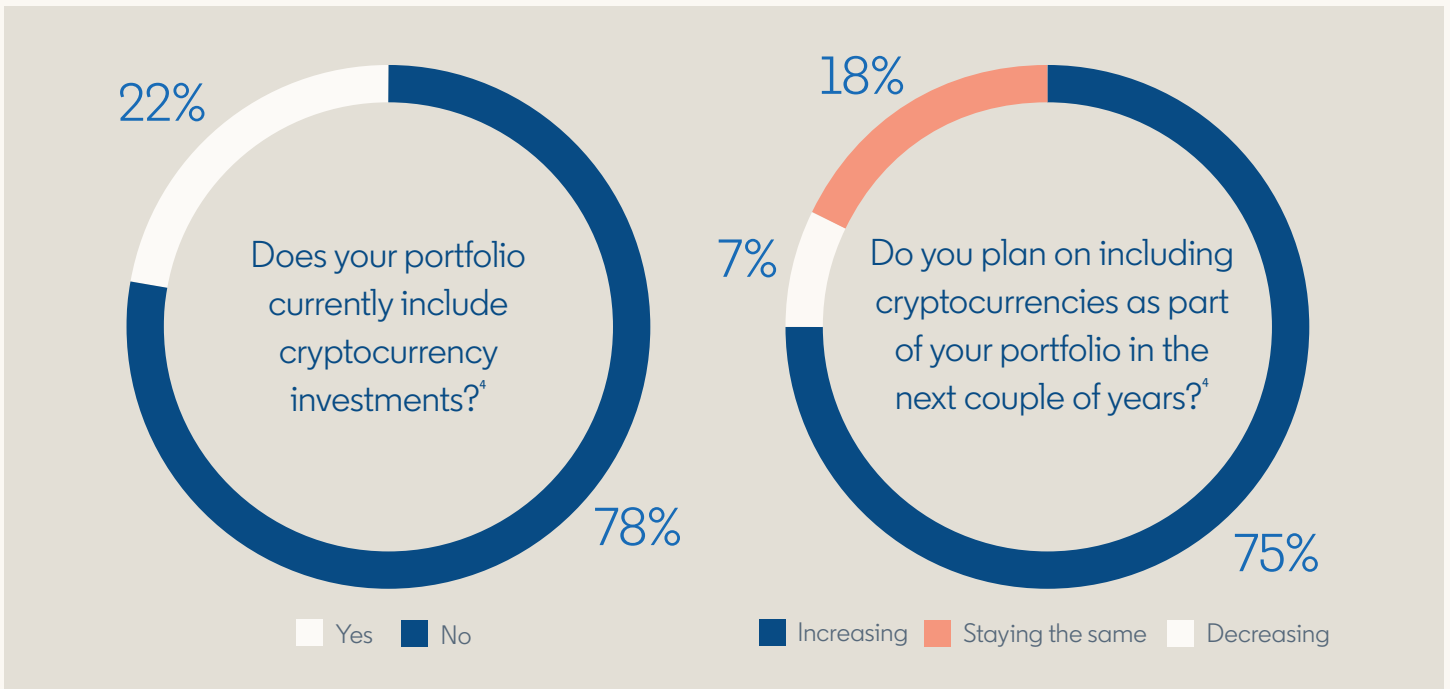
Most important ESG causes—Governance⁴



⁴Coalition Greenwich 2021 Retail Investors Study

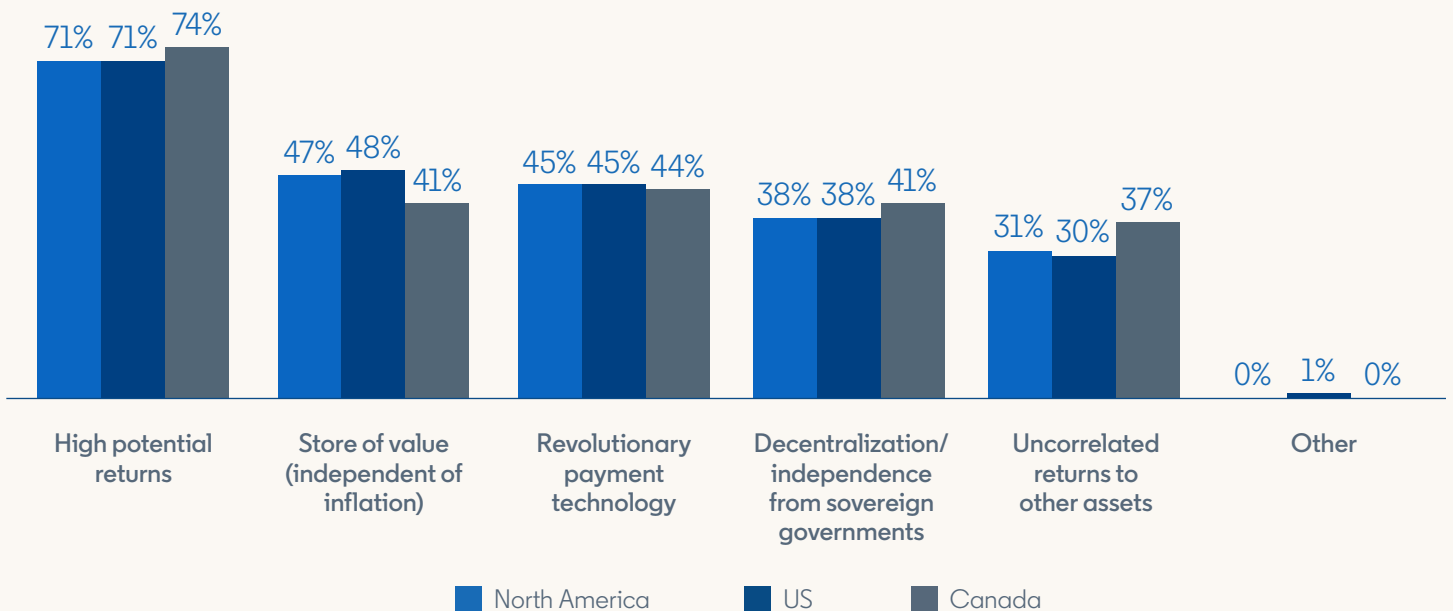
The vast majority of retail investors expect more exposure to cryptocurrencies.

While a smaller portion of retail investors currently hold cryptocurrencies, there is significant interest in increasing investments.



Retail investors expect crypto returns to continue in the same upward path.

Most important factors when considering investing in cryptocurrencies⁴

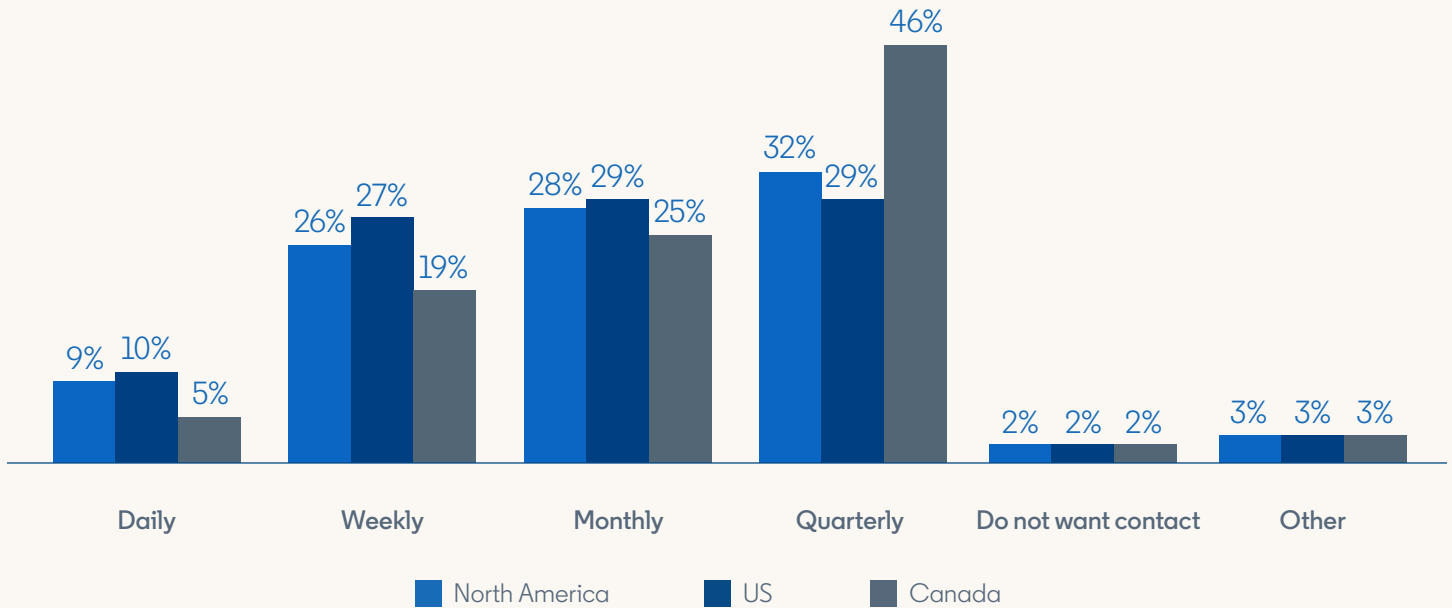


⁴Coalition Greenwich 2021 Retail Investors Study

Sharing expertise and nurturing relationships.

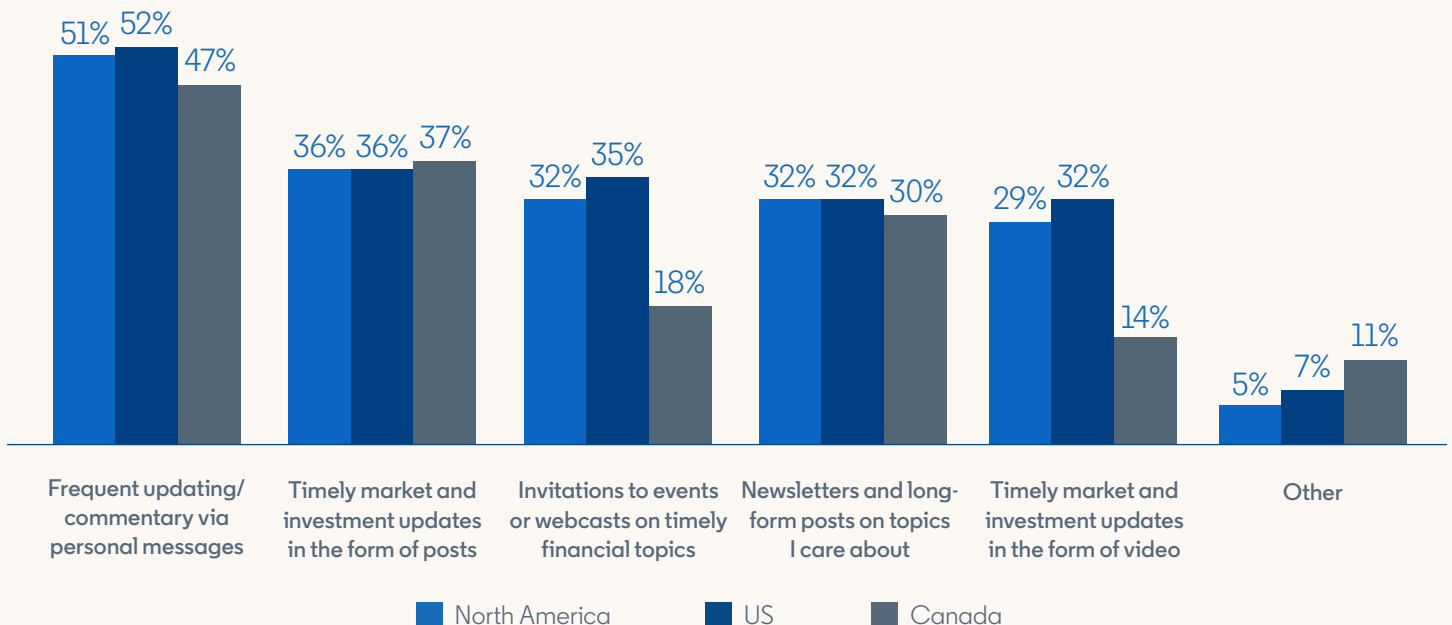
Clients are looking for your point of view. Even in times of volatility, investors want monthly or quarterly updates from their financial advisors. Marketing teams can enable advisors with timely content strategies, which help advisors build value by maintaining relationships with clients.

Preferred frequency of communication with financial advisor⁴



Retail investors place high value on timely, personalized messages.

Most valuable interactions with financial advisor⁴



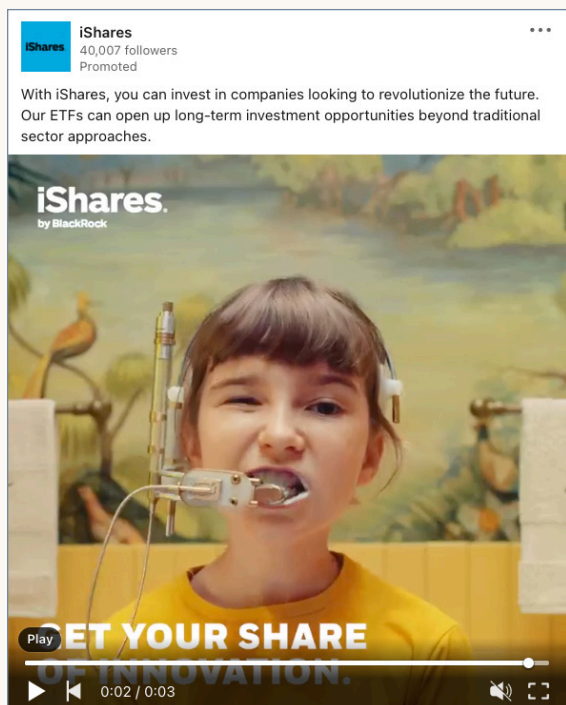
⁴Coalition Greenwich 2021 Retail Investors Study

Building awareness for ETFs, ASAP

iShares sought to drive awareness and interest in their growing suite of ETF options. They used interest-targeting as well as third party contact lists to build an audience of 2M+ retail investors on LinkedIn.

Eye-catching content provided BlackRock's new audience group with greater awareness of their iShares brand: a crucial factor in reaching top-funnel customers.

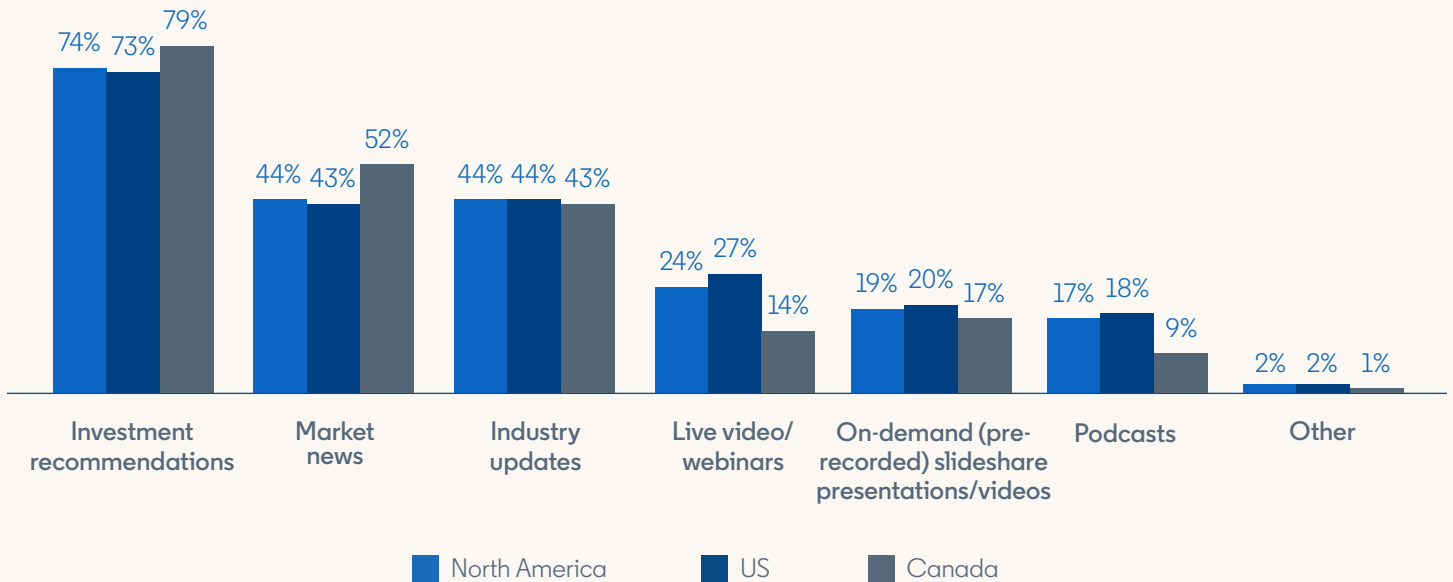
The highest-performing content featured original and unique imagery. The messaging included words that resonated with the audience, like "innovation" and "strategy," while the videos told succinct stories using colors that stood out amongst competitors.



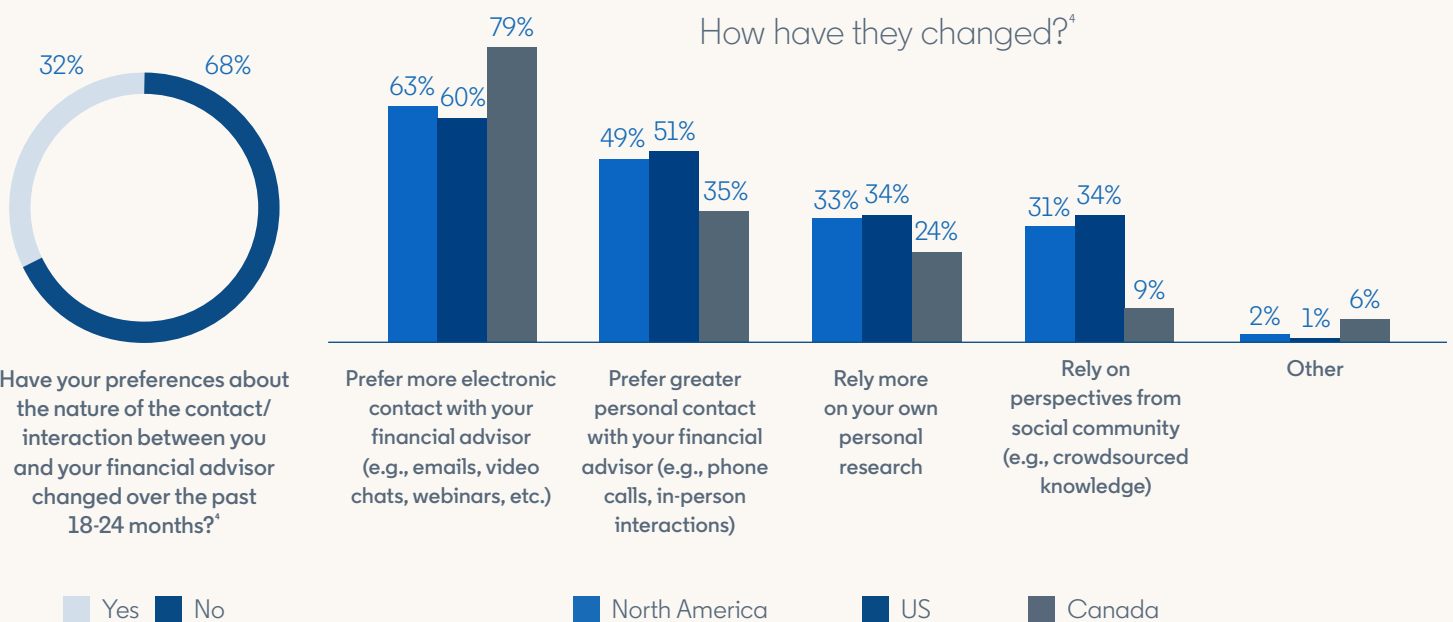
Retail investors are looking to their advisors for market commentary and ongoing education.

Financial advisors need to be armed with content that can be personalized and then easily shared with their investors, particularly investment recommendations, market news, industry updates, and live video/webinars. Personalized one-to-one communications are highly valued, as are more digital communication options.

Preferred content to receive from financial advisor⁴



Retail investors preferred more contact with their advisors over the past 18-24 months.



⁴Coalition Greenwich 2021 Retail Investors Study

How LinkedIn can help wealth management brands reach new consumer audiences

Advantages to help your brand compete and win.

LinkedIn is considered an established and trusted environment.

The massive amount of change affecting the financial markets and pool of investors is unlike almost anything we've seen before. Against this backdrop, LinkedIn stands as a trusted and established platform on which wealth management firms can reach new clients and solidify relationships with existing clients.

Various factors make LinkedIn members an attractive target audience for wealth management brands looking to grow their business:

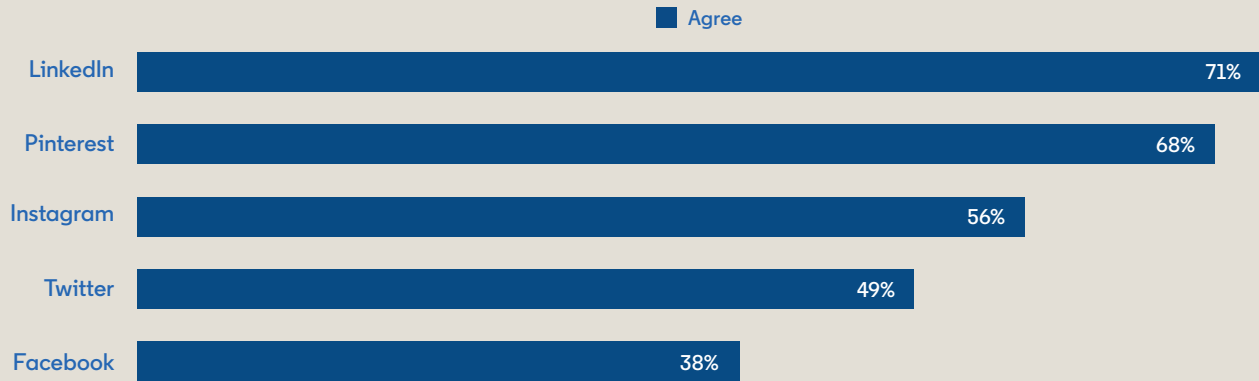
1. In times of great change, we all look to the places we trust for advice and information. Consumers trust the content they find on LinkedIn.
2. The financial services community on LinkedIn continues to grow.
3. The financial services audience on LinkedIn wants to buy and owns more financial assets than members on other social media platforms.



For wealth management brands, LinkedIn has all of the ingredients for success.⁶

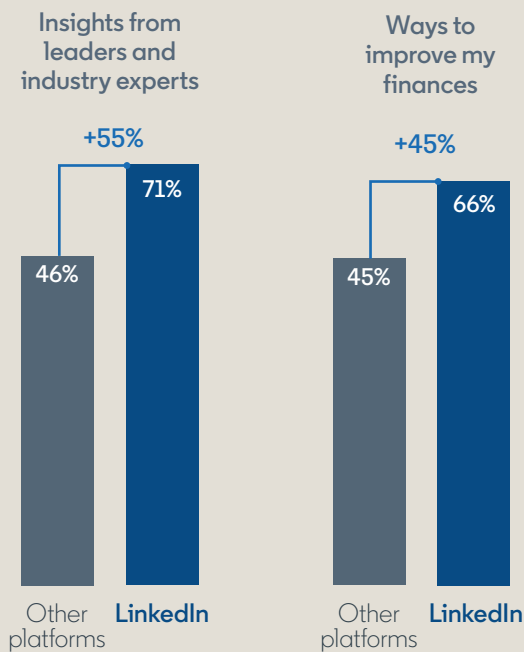
People trust the content they find on LinkedIn

Consumers who say they are not likely to see deceptive content on platform



LinkedIn makes people receptive to financial content on LinkedIn

How valuable do you find the following content? Answer: "At least somewhat valuable"



⁶Meet the Member LinkedIn Research, 2020

Our success is your success

As our number of members grows, so does the number of brands who use LinkedIn to reach their audiences. To win with consumers, brands must earn their trust. LinkedIn is a place where winning consumer campaigns are built because it's a platform of trust.

300K

Companies posting in the feed

574K Companies and influencers gaining

145M New follows

167M

Members reached by company posts

Comments, likes, and shares are up

37%

year over year

17B

Impressions served by companies via organic & paid

1B

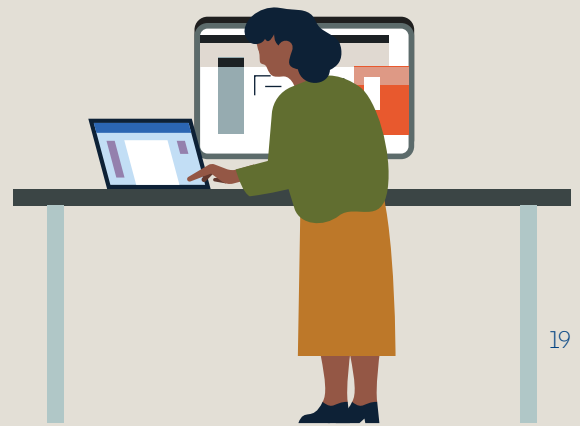
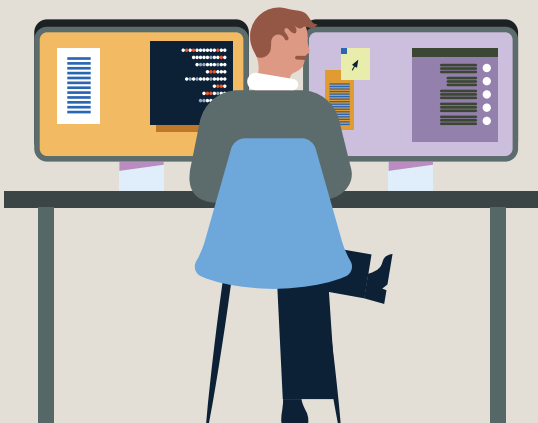
New connections with industry professionals

48%

Increase in paid media year over year

49%

Increase in engagement on topics such as finance, investing, and retirement year over year



The right message for the right audience

LinkedIn members are exactly the types of clients that wealth management brands want to reach. They are more educated, ambitious, and financially empowered than those on other platforms.

LinkedIn members are more educated, ambitious, and financially empowered⁶

■ LinkedIn ■ Competitor platforms average

Completed college and more



73% > 63%

Advanced their career in the past year



61% > 55%

Confident managing personal finances

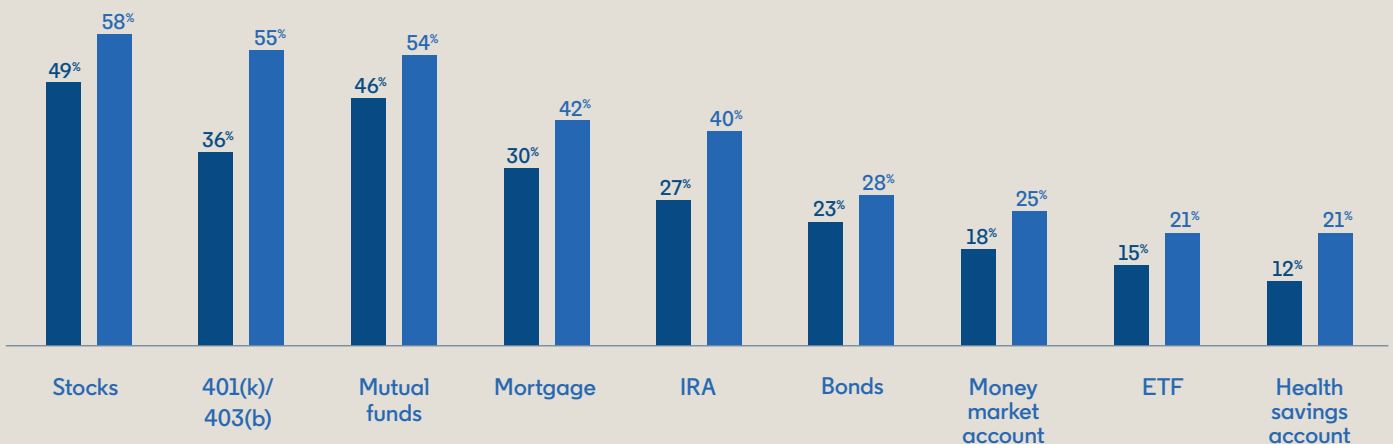


59% > 53%

More LinkedIn members currently own investments or insurance⁷

When asked, “Which of the following financial products/investments do you currently own?” respondents replied:

■ LinkedIn ■ US



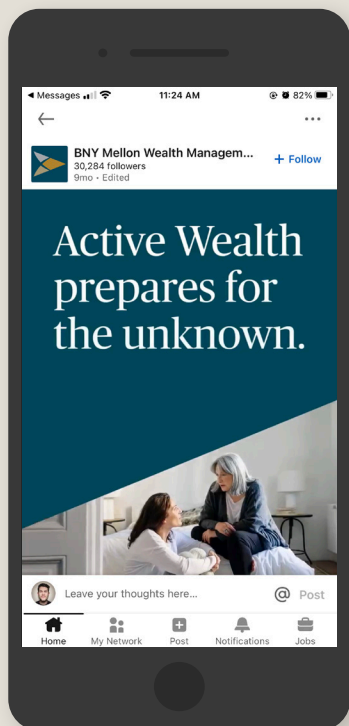
⁶Meet the Member LinkedIn Research, 2020
⁷LinkedIn internal data, 2021

Advanced tools to ensure you're reaching your audience at the right time.

LinkedIn also offers wealth management brands powerful tools to ensure their message is getting to the right audience at the right time. From engaging ad formats to the ability to match specific messaging with specific audience subsets, LinkedIn is uniquely positioned to deliver competitive advantages.

BNY Mellon Wealth Management wins with an editorial mix.

A blend of high-quality creative and a multi-format approach on LinkedIn delivers strong performance for BNY Mellon Wealth Management. With existing thought leadership materials and new content, the BNY Mellon Wealth team created a dynamic editorial mix, including vertical video, that was targeted to an audience of individuals with investable assets of more than \$5 million.



Video ads
drove 4x the
engagement
compared with
other ad units
included in
the campaign.

“Capturing a user’s attention is the biggest challenge, and our six-second vertical videos on LinkedIn were brief and visually pleasing, helping to achieve that attention goal.”

Allie Manning

Senior Social and Digital Marketing Manager at
BNY Mellon Wealth Management



Program for State Street SPDR® ETFs offers a direct route to the right audience.

State Street's customized LinkedIn ad program relies on our Matched Audiences tool to leverage its rich database and target the right prospects. The firm uses unique match parameters to significantly increase their match rate, expand the size of their matched audience, and micro-target when desired.

“ I love how we can choose one audience and add additional layers. It's so easy to take this whole universe of people and whittle it down in an interesting way to the niche audience we're trying to reach. That's huge for us. ”

Amy Ricketts
Senior Marketing Director at EMI Strategic Marketing



Measurement reveals path to ideal audience of affluent consumers

One of the world's largest asset managers used a finely tuned acquisition campaign to tap into an affluent consumer audience on LinkedIn. As part of the campaign, the brand and LinkedIn collaborated with LinkedIn Marketing Partner Acxiom to complete a closed-loop analysis. In the analysis, Acxiom was able to attribute **new deposits totalling 5,454x** the cost of the campaign. That uplift was driven by:



169%

lift in new appointments
with financial advisors



96%

lift in new
accounts opened



273%

lift in
new revenue

“Our multifaceted partnership and integration with LinkedIn allows marketers to reach and engage audiences on this top-tier platform, complementing the powerful targeting elements LinkedIn already provides advertisers while enabling world-class campaign measurement.”

John Baudino
SVP Data & Identity, Acxiom

A time of great change. A time of great opportunity.

Between a once-in-a-lifetime pandemic, record highs on Wall Street, and the historic passing of the financial torch from Baby Boomers to their heirs, these are, without a doubt, unprecedented times. The staggering returns, volume of funds changing hands, and number of new consumer investors to the market is unlike anything wealth management firms have seen before. Opportunities abound for the firms and managers that can reach these investors and connect with them in meaningful ways.

Not only are LinkedIn members a highly desirable audience for their messages, but the LinkedIn platform is built on a foundation of trust. Combine that with powerful tools and effective ad formats and LinkedIn is an ideal venue for wealth management firms to connect with new investors.



Works cited

¹Fidelity, Q2 2021 Business Update

²2020 BCG Global Asset Management Report

³Morgan Stanley, How Younger Investors Could Reshape the World

⁴Coalition Greenwich 2021 Retail Investors Study

⁵Kantar COVID-19 Barometer

⁶Meet the Member LinkedIn Research, 2020

⁷LinkedIn internal data, 2021

