

Wealth Management Planning and Investors

A Changing Landscape.
A Unique Opportunity.



LATAM
Edition

The wealth pivot is happening now

A wealth transfer worth trillions from Baby Boomers to younger generations along with a record increase in asset prices have created a unique opportunity in wealth management marketing. But it has presented complex new challenges for marketers trying to successfully stand out in the crowded digital age.

To get a better understanding of what your audiences need, LinkedIn has partnered with Greenwich to survey more than 165 retail investors in the LATAM region.

Our research delves into:



The detail of retail **investor thinking**



The **key questions** retail investors are asking



The **financial issues** they face



The **products** that are attracting their attention

In short—what do they want and need from those managing their wealth.



Crucially in this digital age, the content and the methods of communication matter more than ever.

We investigated what contact and communication investors are looking for from their advisers and how you can leverage the benefits of LinkedIn to meet demand, build your brand, and drive growth across the board.

The numbers tell the story

500%
increase

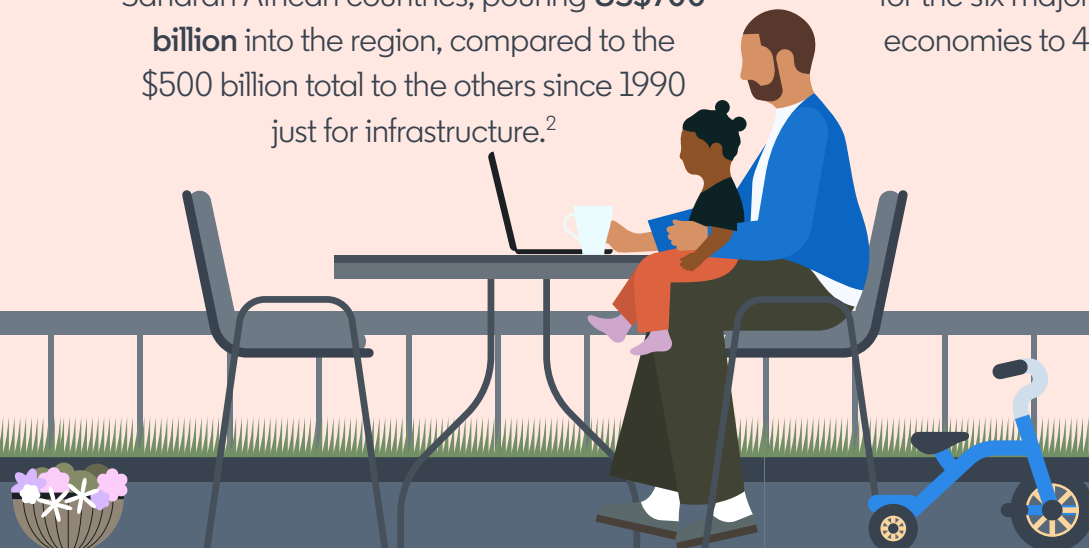
Since 2017 the number of Brazilian retail investors in the b3 (the leading exchange in Latin America) **has quintupled** to more than **\$3M**.¹

\$700
billion

Private investors have long preferred LATAM over East Asian and Pacific or sub-Saharan African countries, pouring **US\$700 billion** into the region, compared to the \$500 billion total to the others since 1990 just for infrastructure.²

4.9%
increase

Earlier in the year, S&P Global revised its 2021 growth forecast for the six major Latin American economies to 4.9%, from 4.1%.³



The new investor landscape



Evolving investor needs

Investors looking for change present an opportunity for marketers

Over a third of retail investors are considering changing their financial adviser before the end of September 2022 and to make the most of this opportunity your wealth management marketing strategy must be primed and ready to connect with prospective clients.

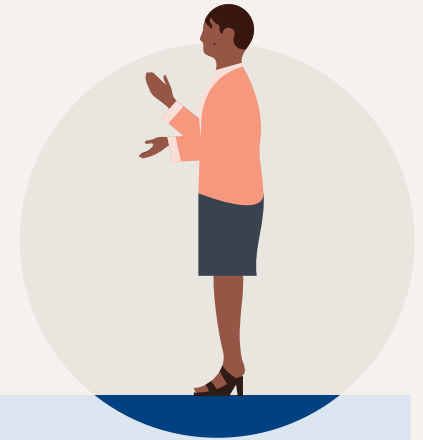
An uncertain economic outlook, market volatility and a raft of fresh issues to address, from Environmental, Social, and Governance (ESG) to cryptocurrencies, mean investors are looking for professional help to navigate this changing landscape.

The reasons investors are shopping around are varied. Some are product focused such as the search for lower fees, others are brand-related and concern the values and reputation of providers. As a marketer, you should be building full-funnel campaigns to address these varied concerns.

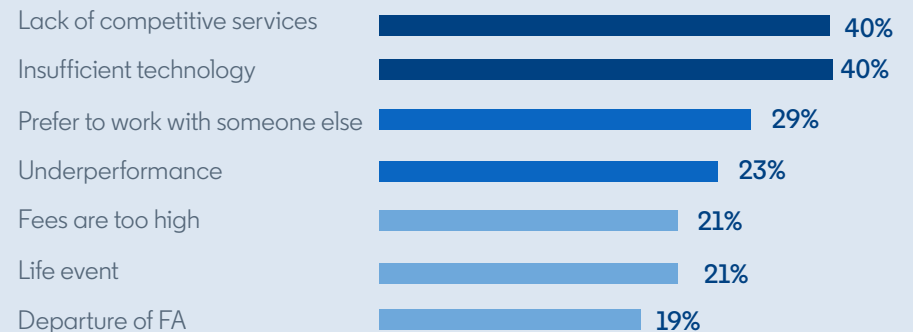
Getting all these factors right will be essential for marketers who want to make that vital and lasting connection with retail investors.

40%

Of those investors surveyed are considering making a change to their financial adviser in the next 12 months.⁴



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



Getting all these factors right will be essential if you want to make that vital and **lasting connection with investors.**

⁴Coalition Greenwich 2021 Retail Investors Study

Staying connected and relevant during uncertain times

Building brand reputation during periods of market volatility

Uncertainty caused by the global pandemic, political unrest and market volatility means investors are demanding clear guidance from trusted sources. What remains key to keeping your brand strong is the ability to provide constant and consistent communication.

Now is the time for you to show how:



Your company's values translate into strategic and sound advice



How you can help investors stay ahead of regulatory changes



How quickly you can respond to market shifts.

Are you up to the challenge?

In these uncertain times it is crucial to offer a reassuring tone of voice. Getting this right and making a connection with customers will deliver far more than just short-term sales; it is the key to building a relationship.

What do consumers want from brands in times of crisis?⁵

77%

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

75%

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

70%

Offer a reassuring tone⁵

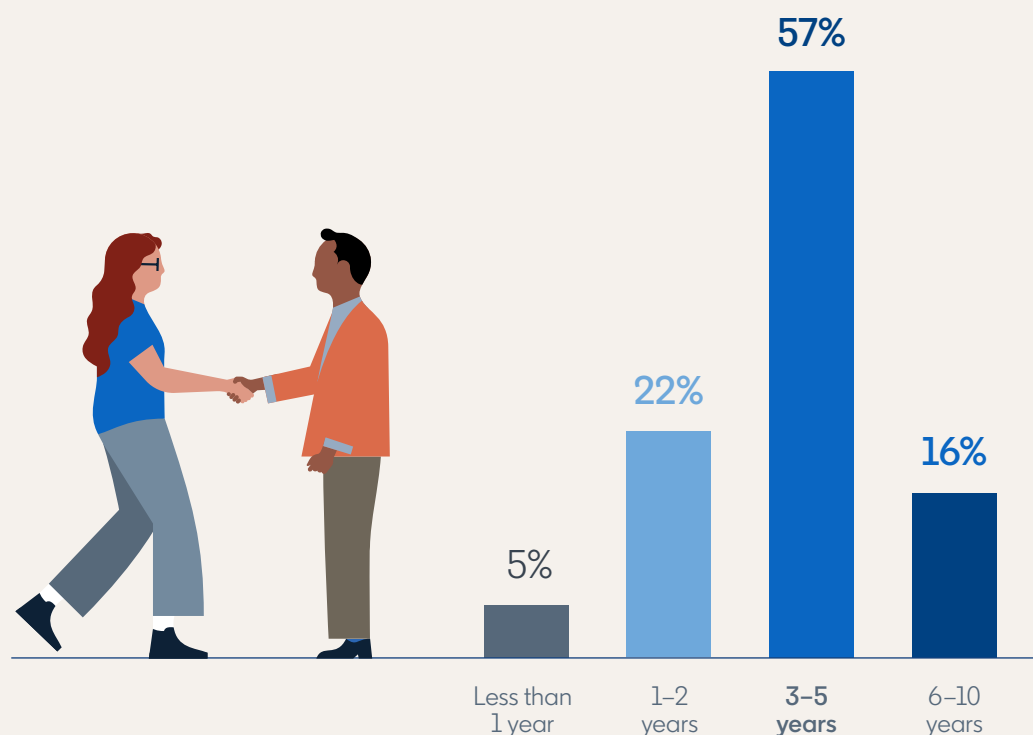
Time for change

Clients are looking to commit—be ready to capitalise on this small window of opportunity for long-term growth.

From lower income through to ultra-high net worth clients, our survey showed investors typically stay with a financial adviser for three to five years.

With this in mind, it is clear the large number of investors currently considering changing advisers is not a short-term opportunity—it is a chance to attract clients for the long term. This means an ‘always-on’ marketing approach will give you the best chance of reaching and converting investors while they are actively looking to work with someone new. It takes careful planning but those who get it right can expect sustainable and long-term growth.

Length of Time Working with Financial Adviser⁴



⁴Coalition Greenwich 2021 Retail Investors Study

iShares drives **ETF** awareness through creative content

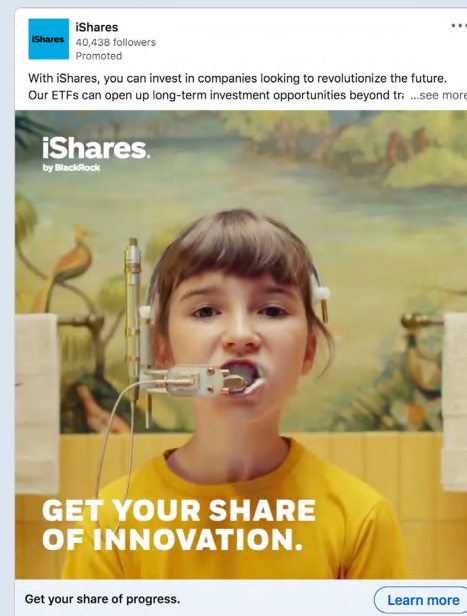
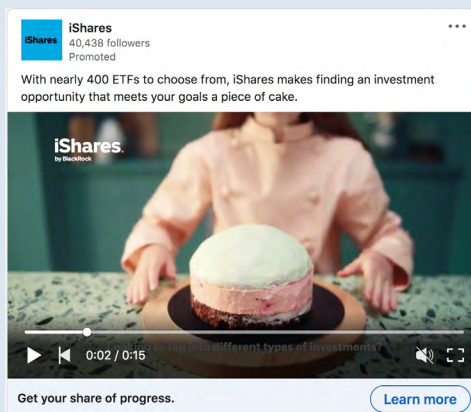
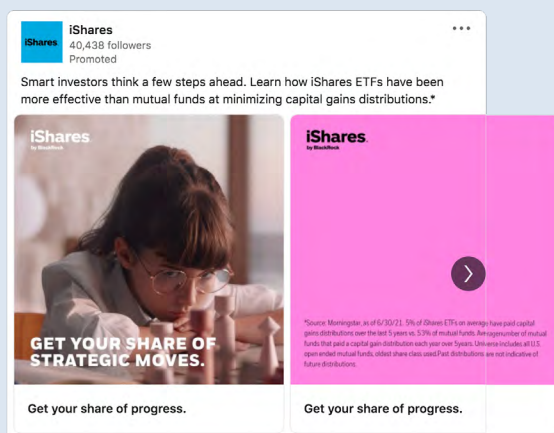
BlackRock's iShares business raised awareness of their growing suite of ETF options by using an interest-targeting campaign along with third-party contact lists to build an audience of **more than 2 million retail investors** on LinkedIn.

The highest-performing content featured original and unique imagery and included words that resonated with the audience like 'innovation' and 'strategy'.

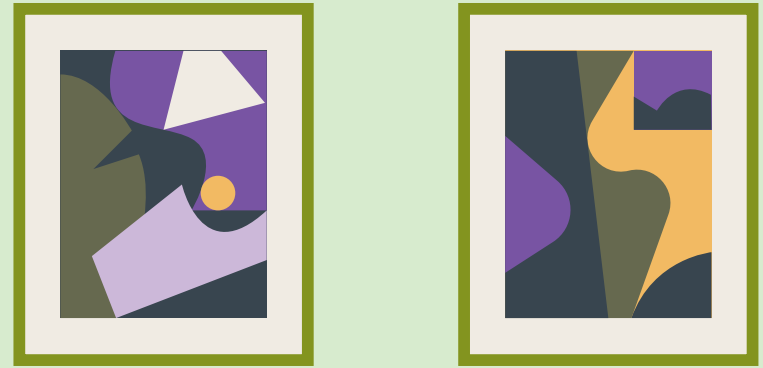
iShares' videos told short stories using vibrant stand-out colours.



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



Meeting
investor needs
during times
of change



What are investors getting from Financial Advisers?

The products and services being received from financial advisers varies across markets, but key themes are almost universal, with crypto trading for example, being the leading product or service in every market.

As you build content that is unique to your brand and wealth management products, it is important to ensure you are targeting the key investor interests in your market.

But while the core needs of retail investors evolve relatively slowly, our research was able to identify where investor needs are shifting and in which areas and topics they are demanding more.

Products/Services Received from Financial Advisor – By Country⁴



	Latin America	Mexico	Brazil
Cryptocurrency trading	38%	37%	39%
Retirement solutions	31%	24%	38%
Financial planning services	23%	24%	22%
Debt management	23%	25%	21%
Online trading/brokerage account	22%	27%	18%
ESG investment	22%	25%	19%
Estate/trust management	22%	20%	24%
Tax and legal advice	20%	16%	24%
Robo-advising	20%	20%	19%
Social impact/philanthropic services	18%	21%	15%
Banking services	18%	20%	15%
Insurance	16%	17%	15%
College fund savings	16%	19%	14%
Financial education	15%	15%	15%
Investment management	10%	9%	10%
Other	1%	0%	1%

⁴Coalition Greenwich 2021 Retail Investors Study

What investors want from you

Investors' need for lasting relationships with advisers or product providers reflect the challenges and questions they face.

They are seeking more information, education and advice on lifetime issues—from estate and trust management to retirement and general financial planning. Investors are also looking for information and financial education, specifically around taxes, and there is a growing need for information on emerging and trending financial products as well, including ETFs.

Two of the hottest topics in investment debates also featured prominently in our research—ESG investment and cryptocurrency trading.

Products/services investors would like to receive in the future⁴



38%

Cryptocurrency trading



31%

Retirement solutions



23%

Financial planning services



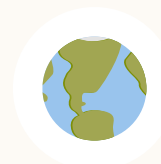
23%

Debt management



22%

Trading/brokerage account



22%

ESG investments



20%

Tax and legal advice



18%

Services such as lending/credit



16%

Insurance



16%

College fund savings



15%

Financial education



10%

Investment management

⁴Coalition Greenwich 2021 Retail Investors Study

Interest in ESG is set to rise

It's encouraging that the majority of LATAM investors are already including ESG investments in their portfolios. The growing attention from brands, the content being produced around ESGs, and the gathering pace of regulation in this area suggest ESG adoption will only increase over the months and years ahead.

Successful marketing strategies will need to address this rising investor appetite for information and advice on climate change, ethical labour practices, and corporate transparency and be ready for an increase in campaign activity in these areas.



of surveyed investors do not currently have ESG investments in their portfolio⁴

220K+

The **amount of updates** posted by FinServ companies mentioning ESG topics on LinkedIn in 2021, is higher than 220K⁷



95%

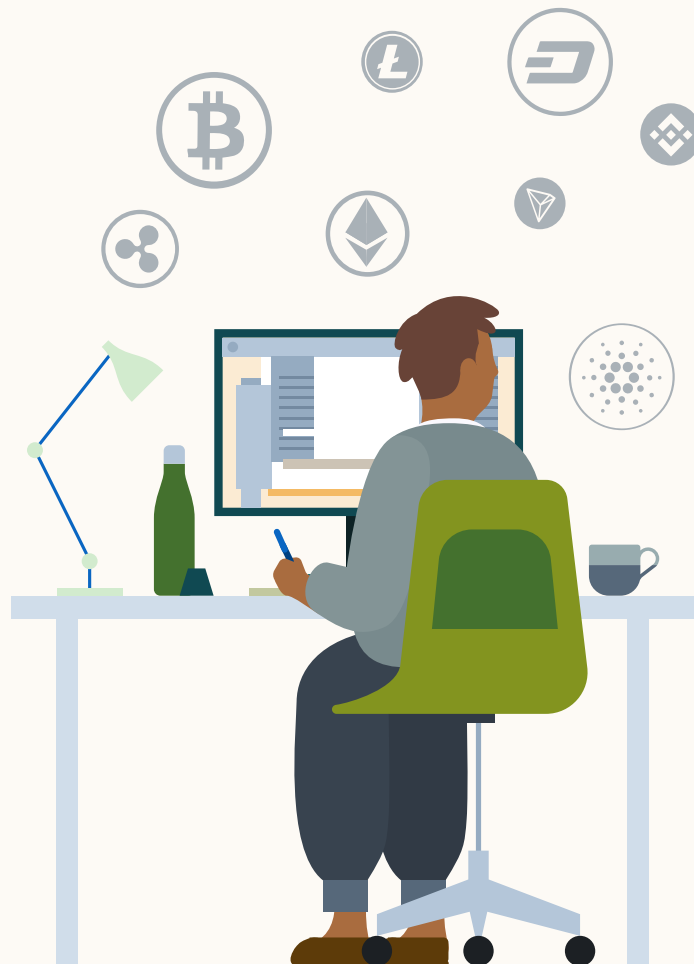
Members' engagements with FinServ posts about ESG has **increased by 95% in 2021!**⁷

Most retail investors expect more exposure to cryptocurrencies

Two thirds of retail investors currently hold cryptocurrencies and there is significant interest in increasing investments. And with 82 percent of consumers looking to strengthen their crypto holdings, marketers have another unique opportunity to reach those prospective customers with guidance, advice and opinions on the emerging crypto market.

40%

of surveyed investors do not currently have cryptocurrencies in their portfolio⁴



Do you plan on including cryptocurrencies as part of your portfolio in the next couple of years?⁴



82%

Increasing



17%

Staying the same

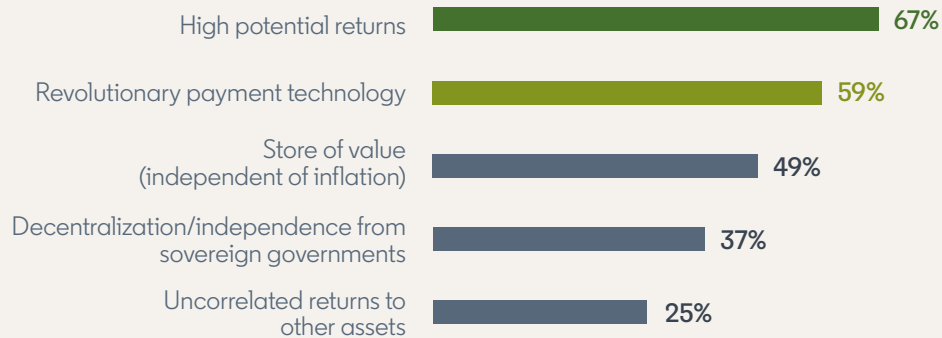


1%

Decreasing

Retail investors expect crypto returns to continue on an upward path

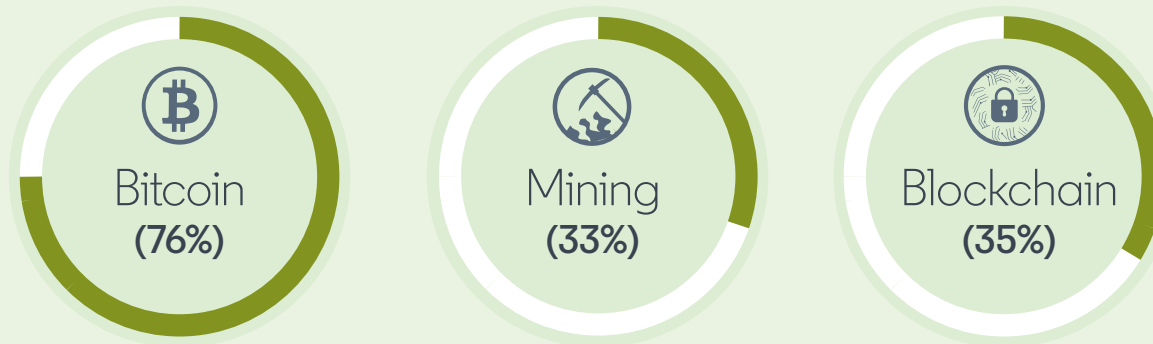
Most important factors when considering investing in cryptocurrencies⁴



60%

LinkedIn users are 60% more likely to **'regularly use cryptocurrency for transactions'** compared to the average internet user.⁸

Within cryptocurrency, LinkedIn users are most familiar with the terms of:



Sharing expertise and nurturing relationships

ESG and cryptocurrencies are just two of the most topical issues on which clients are looking for help, but the demand for advice and opinion extends across the whole range of investment questions. Clients want to be kept informed.

Even in times of volatility, nearly half of investors want regular updates from their financial advisers. You can empower your company's advisers with robust editorial content to help them build value by maintaining relationships with clients.

The frequency with which retail investors want informative communication from their adviser differs between markets, but timing and personalisation is key.

Retail investors like a range of communications methods—from posts to webcasts—and they want communication that is timely and personalised.



Retail investors place high value on timely, personalised messages.

Most valuable interactions with financial adviser⁴



54%

Updates via personal messages



47%

Market and investment updates from social posts



42%

Newsletters and long form posts



33%

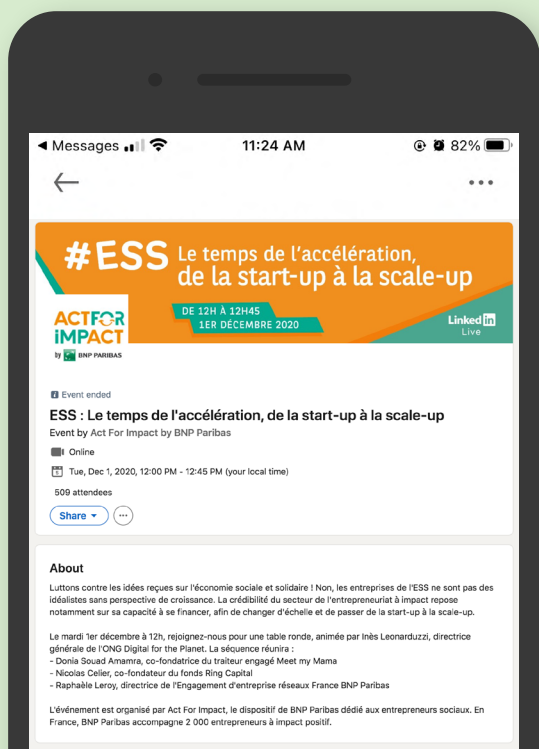
Market and investment updates in video



63%

Invites to webinars or events

BNP Paribas is starting conversations with **impactful initiatives**



BNP Paribas used LinkedIn's Live Event feature to generate ongoing conversations on financing growth for social start-ups as part of its Act for Impact initiative.

Prior to the event, LinkedIn Ads helped the bank drive 514 registrations. 50% attended (a total of 264 unique participants) who watched for an average of 29 minutes and generated over 180 social actions between them.

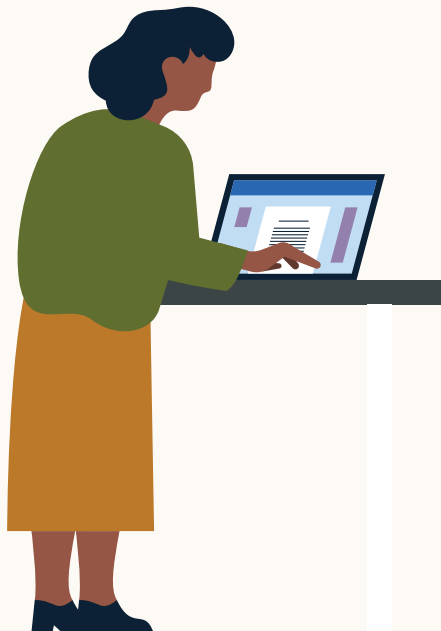
Attendees watched for an average of **29 minutes** and generated **over 180 social actions**.



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

Financial advisers need to be armed with content that can be personalised and easily shared with investors.

The most preferred content is **direct investment recommendations**, followed by market news and industry updates.



Preferred content to receive from financial adviser⁴



79% Investment recommendations



64% Market news



59% Industry updates



42% Live video/webinars



38% Podcasts



34% On-demand (pre-recorded) slideshare presentations/videos



A multi-channel approach will work best. In the digital age more investors want to hear from their adviser through electronic means, from emails to webinars. But a significant number want more personal contact. Face-to-face meetings and personal phone calls are still highly valued.

More than ever, investors prefer digital communications

Retail investors preferred more contact with their advisers over the past 18–24 months.⁴

Prefer more **electronic contact** with your financial adviser (e.g., emails, video chats, webinars, etc.)

58%

Prefer greater personal contact with your financial adviser (e.g., phone calls, in-person interactions)

49%

Rely more on your own personal research

25%

Rely on perspectives from social community (e.g., crowdsourced knowledge)

25%



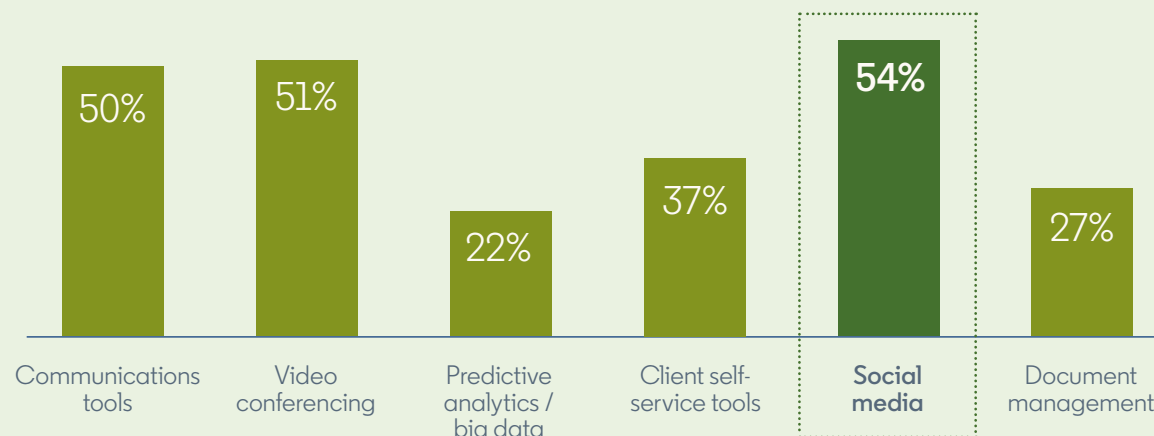
The power of social media

The global pandemic has made digital communications and tools more important than ever.



While the phone call and personal meeting are still important for many, nearly all of LATAM's investors (96%) think social media interactions are important to their relationship with their adviser and its importance is growing.

Technologies having the largest impact on relationships with financial advisers⁴



Asked what technologies were having the biggest impact on their relationships with their financial advisers, **more than a half (54%) of retail investors** said social media, but its importance may be even greater than even this suggests. While investors mentioned other technologies, such as video conferencing and the power of big data analytics as an important impact, one of the most effective gateways to these other communication methods is, of course, social media.

Social media is highly flexible, being seen by investors as valuable for news updates, discussions about financial topics including video conferences and for direct outreach from the adviser to the client.

Most valuable interactions on social media⁴



47%

Stay informed about timely news updates



49%

Participating or listening to discussions regarding financial topics



37%

Receiving more frequent check-ins/outreach



45%

Engaging in interactive conversations via screen sharing/ WebEx session/video conferencing

BNY Mellon Wealth Management wins with **an editorial mix**

BNY Mellon Wealth Management's marketing team used the power of LinkedIn to have a profound impact on their ultra-high-net-worth audience. The bank used a blend of high-quality creative content and a multi-format approach to drive engagement among individuals with investable assets of more than \$5 million. Thought-leadership content and the use of snappy vertical videos were visually pleasing and very well received.

Video ads drove 4x the engagement

compared to 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

How LinkedIn
can help you
reach new
audiences



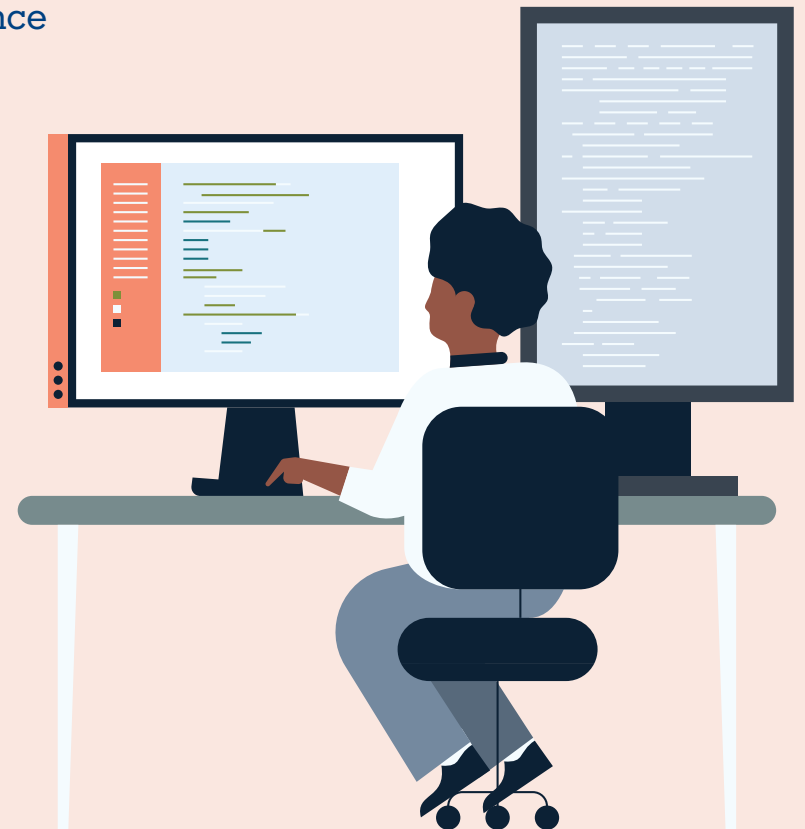
Reaching the right investors, at the right time

LinkedIn is considered an established and trusted environment

Even through these times of unprecedented uncertainty, LinkedIn remains the trusted and established platform for marketers, consistently enabling you to reach new clients and solidify existing relationships.

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

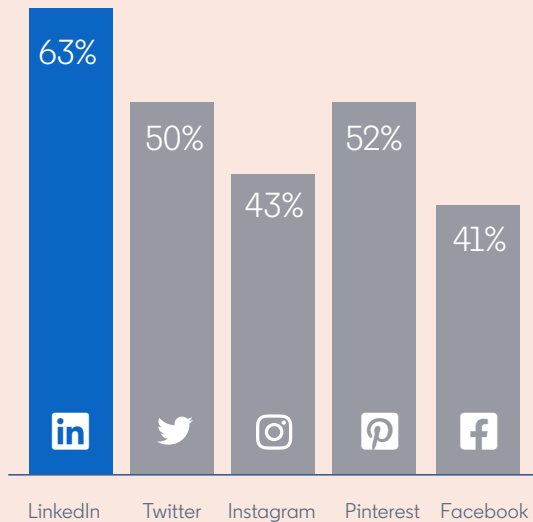
1. During periods of change, we look for sources of advice and information that we can trust. Consumers trust the content they find on LinkedIn.
2. The LinkedIn community is a high-value and receptive audience, and our financial services members research their finances thoughtfully.
3. Compared to other social media platforms, our research shows LinkedIn members have a higher willingness to click on ads and after visiting LinkedIn have a higher purchase intent.



Investors value trusted advice

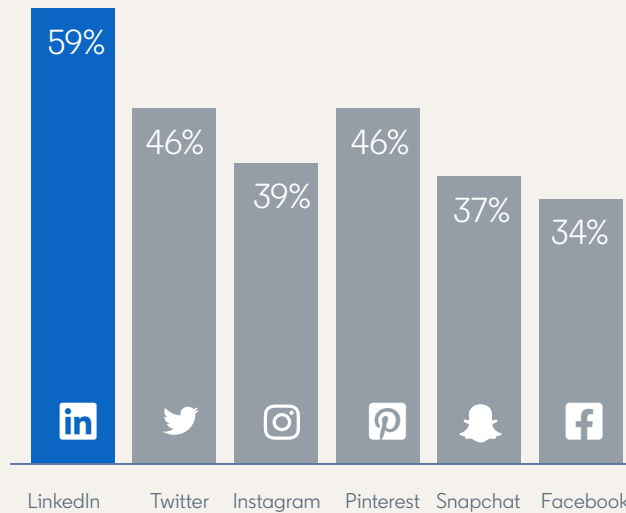
Consumers trust the content on LinkedIn making it the top platform for wealth management marketers

"I trust this platform not to misuse the information I give it"⁶

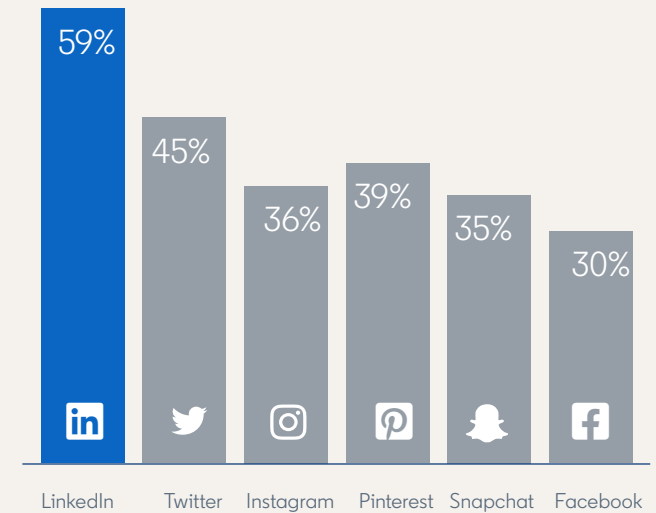


On this platform, I trust:

Recommendations from other users⁶



Things companies post⁶



The LinkedIn community is a high-value and receptive audience

73% of LinkedIn members are investors and **they think about their finances more**



63%

of them feel knowledgeable about finances⁶



58%

of them do their own research when making investment decisions⁶



53%

of them make investment decisions on their own⁶

LinkedIn members are more likely to have moderate risk investments and diverse portfolios.



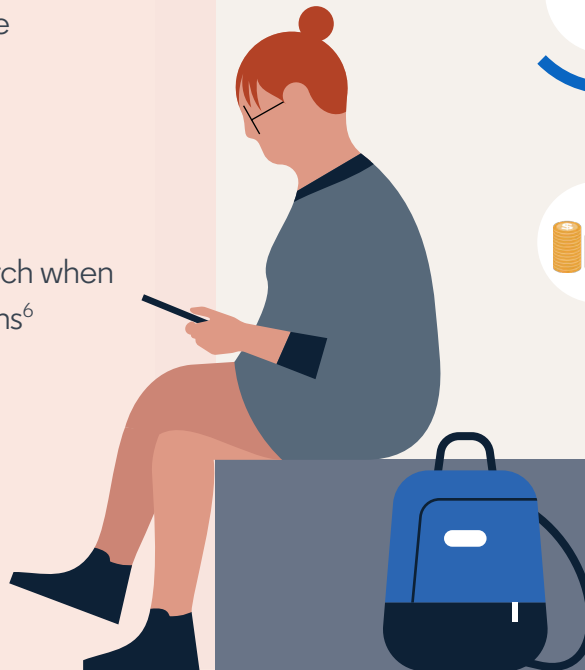
65%

prefer moderate/high risk, moderate/high return investments⁶



28%

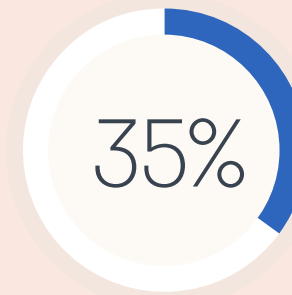
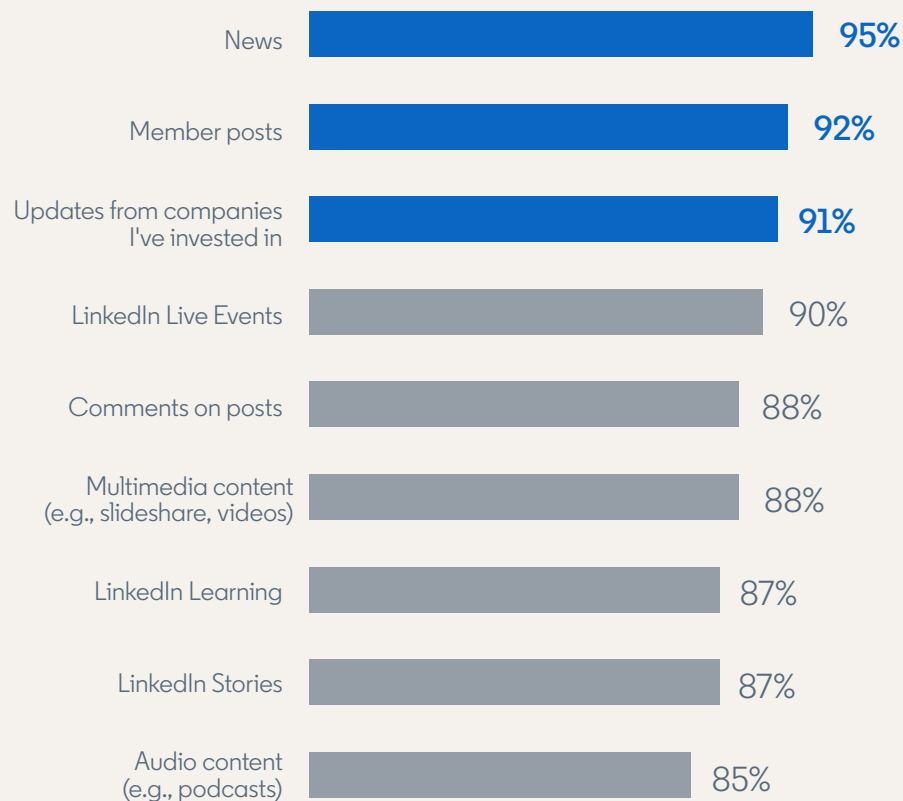
have a diversified portfolio that includes a variety of investment instruments⁶



Today's investors value LinkedIn

Our research shows that **a quarter of our users with investments plan to increase their use of LinkedIn** and that they value updates on their investments along with learning opportunities and live events.

When asked how important they find the following types of LinkedIn content when engaging with financial advisers, investors indicated the following:⁴



of investors plan to increase their usage of LinkedIn

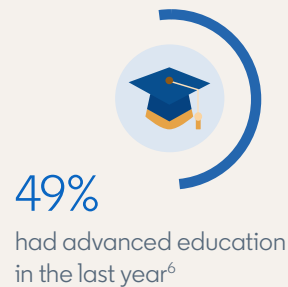


Connecting with the right audience

Understanding your audience is vital but reaching the right audience is challenging, especially in wealth management.

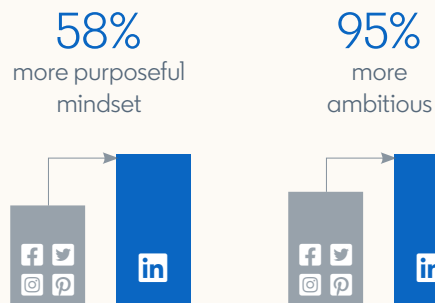
In addition to demographics and firmographics, you must focus on factors such as financial literacy, education, and career growth—metrics which are built into the LinkedIn model.

LinkedIn members are more educated, ambitious and financially empowered

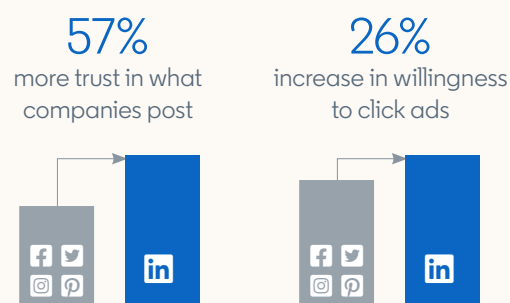


LinkedIn members are a high value, receptive audience with the right mindset

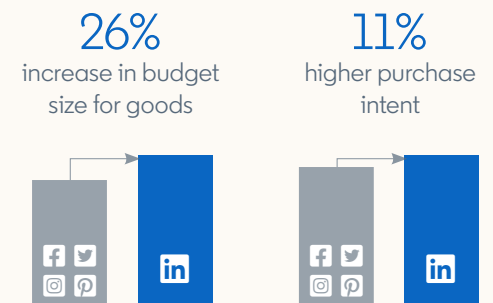
Quality mindset⁶



Receptivity to content and ads⁶



Value to your brand after visiting LinkedIn⁶



Our success is your success

As LinkedIn's membership grows, so does the number of brands that use us to reach their audiences.

To win over and influence consumers, brands must earn their trust by adapting to meet their shifting financial needs. LinkedIn is a place where winning campaigns are built because of its deep understanding of consumers.



300K

Companies posting
in the feed

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

574K

Companies and
influencers gaining

145K

New follows

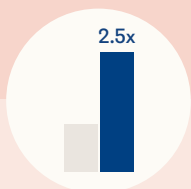
BNY Mellon Wealth Management and the value of **trusted advice**

Using LinkedIn's targeting tools, BNY Mellon Wealth Management in North America reached an ultra-high-net-worth audience on LinkedIn to promote their Active Wealth framework. The campaign encouraged consumers to rethink their wealth practices, encouraging them to: invest, borrow, spend, manage and protect.

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



Reached over 160K
LinkedIn members⁶



Beat engagement
benchmarks by 2.5x⁶



Drove 1M+
impressions⁶



Increased brand
familiarity by 14%⁶

LinkedIn 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.

Key takeaways

1.

Audience opportunity

This is a unique moment as wealth is cascading down generations and investors are thinking about where to get advice. You should aim to capitalise on the opportunity and target those future investors today in order to retain them long term.



2.

Financial Education and Literacy

As investor interest in products and issues like ETFs, ESGs, and cryptocurrencies grow, you should work to supply your financial advisers with the literacy content they need to educate their clients about new products and services.



3.

Content strategy

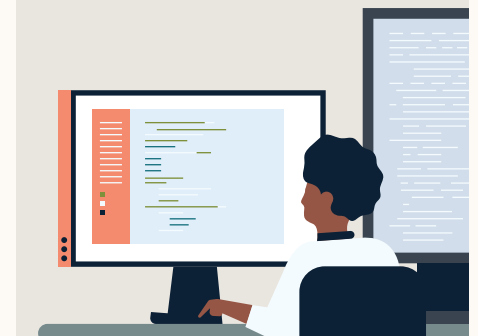
Consistently provide advisers with the robust content their investors are eager for.



4.

The right marketing mix

Where you reach investors is as important as what you say. Ensure trusted channels—such as LinkedIn—are part of your media mix.



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

Between a once-in-a-lifetime pandemic, record highs on the stock exchange, 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 the number of new consumer investors to the market is unlike anything wealth management firms have seen before.

Wealth management marketers like you currently have a unique opportunity to reach investors in the most meaningful of ways.

LinkedIn can help you do that more than anyone else. Not only are our members a highly desirable audience for your brand and service messages, but the LinkedIn platform is built on a foundation of trust. **And when you combine that with our powerful tools and effective ad formats, we know that LinkedIn is the ideal platform for wealth management firms to connect with new investors today.**

For the first time in the history of media, you can reach the world's professionals all in one place. With nearly 800 million members in over 200 countries and territories gathering on LinkedIn to stay connected and informed, advance their careers, and work smarter. These are the decision makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

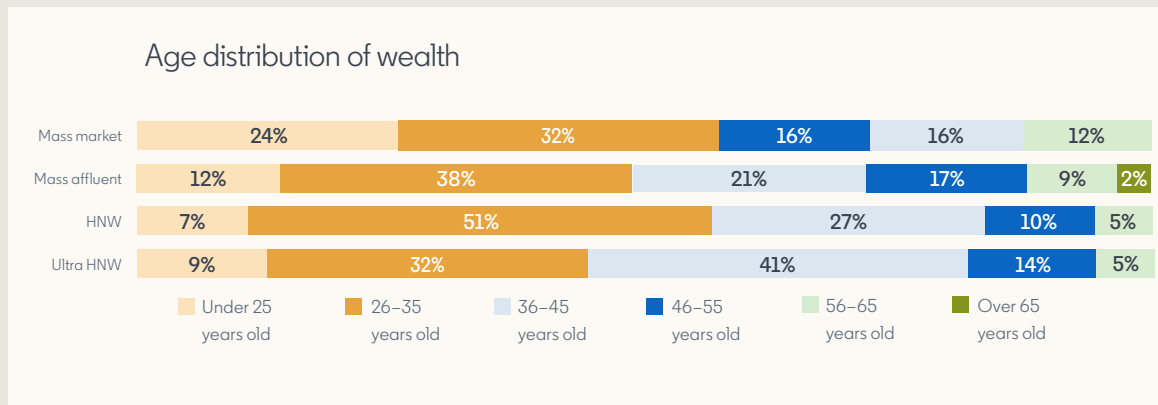
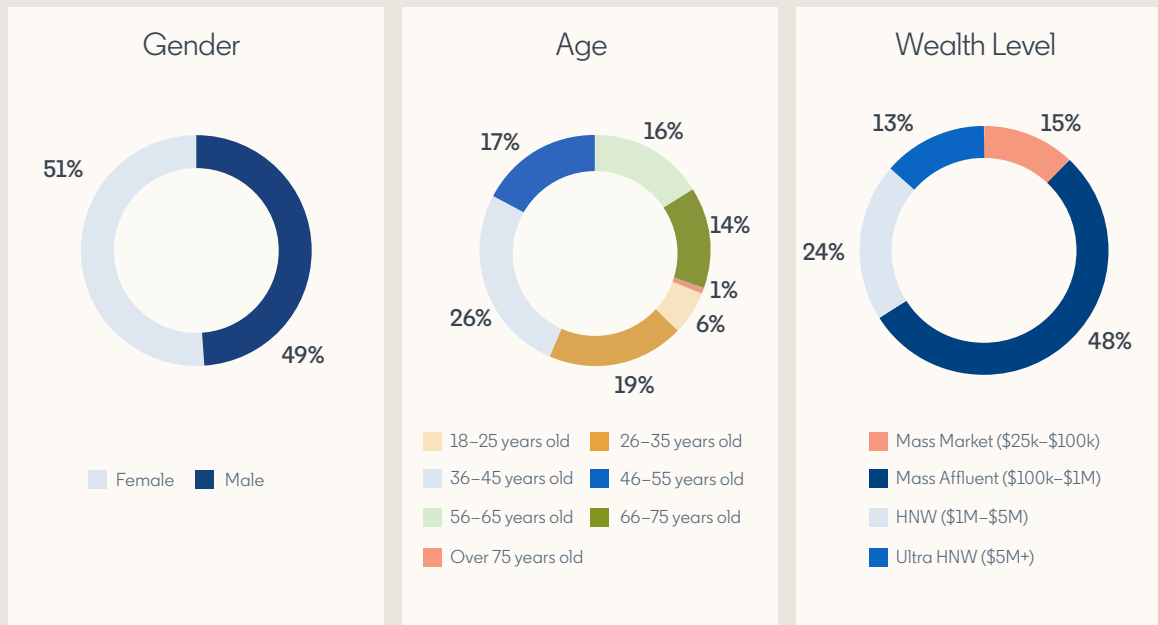
For more information, visit marketing.linkedin.com.



LinkedIn Marketing Solutions

Greenwich survey demographics⁴

Greenwich surveyed over 165 retail investors



Works cited

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LinkedIn Marketing Solutions

⁴Coalition Greenwich 2021 Retail Investors Study