



Wealth Management Planning and Consumers

A Changing Landscape, A Unique Opportunity





Unprecedented times. Unlimited opportunities.

A multi-trillion dollar wealth transfer between generations, combined with record-setting wealth gained from asset prices, self-made wealth, and a high number of unicorns presents a variety of opportunities for marketers in the wealth management marketplace. At the same time, this rise in activity has also led to increased complexity.

In this changing environment, consumers—both established and new—want clear guidance from trusted sources to protect and grow their wealth. That means many are in the market for new financial advisers, which brings many opportunities for wealth management marketers to connect with a growing pool of new and receptive prospects. The digital environment favoured by the mobile-first generation makes it the obvious way to connect.

The numbers tell the story

Tech start-ups in Southeast Asia made **US\$ 8.2 billion** in 2020.¹

In 2020, total AUM rose **12% (US\$ 49 trillion)**, with retail clients in Asia-Pacific growing 11%.²

The total value of venture capital transactions has already hit a record **US\$ 10 billion** in the first half of 2021.³

The Southeast Asia region now has **38 unicorns**—and a number of decacorns (start-ups valued at US\$ 10 billion or more).⁴



¹Seasia, Unicorns Of Southeast Asia and Their Current Valuations

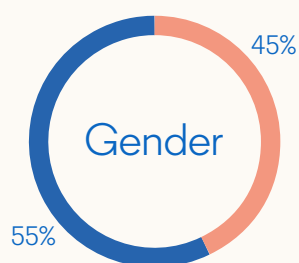
²2021 BCG Global Asset Management Report

³Reuters, Analysis: Southeast Asia Tech Dealmaking Booms

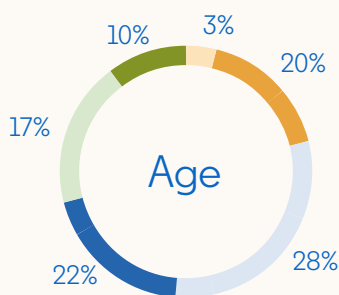
⁴Tech in Asia, A List of SEA's Unicorns and Their Early Investors, 2021

To understand what those prospects value most, LinkedIn commissioned the “Unique Markets Present Unique Opportunity for Wealth Managers” report with Greenwich Associates, which surveyed over 520 consumers in Asia between August and September 2021.

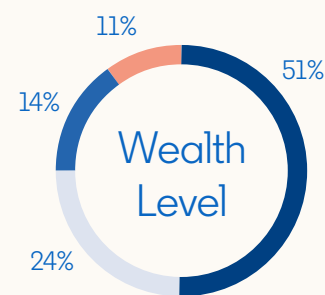
Demographics⁵



Male
Female



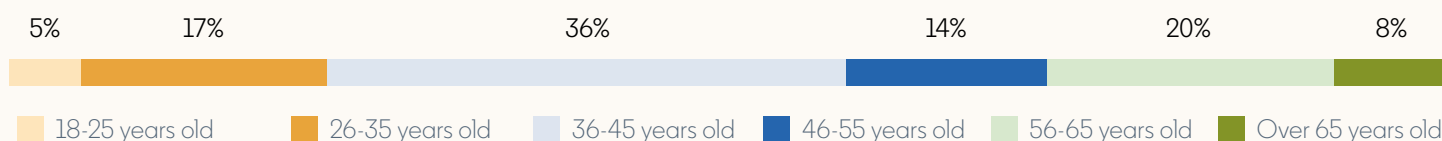
18-25 years old
26-35 years old
36-45 years old
46-55 years old
56-65 years old
66-75 years old
Over 75 years old



Mass Market (\$25K-\$100K)
Mass Affluent (\$100K-\$1M)
HNW (\$1M-\$5M)
Ultra HNW (\$5M+)

Distribution of wealth by age⁵

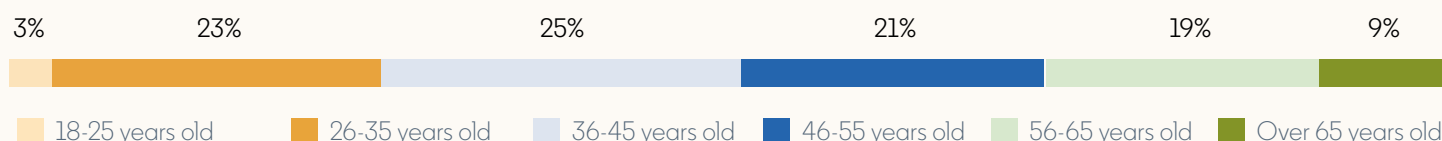
Mass Market (59 Respondents)



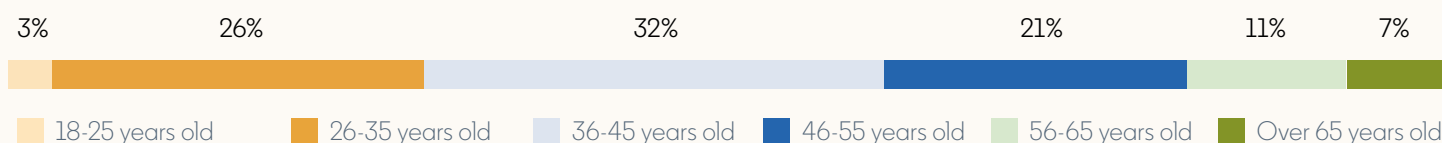
Mass Affluent (265 Respondents)



HNW (129 Respondents)



Ultra HNW (72 Respondents)



⁵Coalition Greenwich 2021 Retail Investors Study

Money on the move

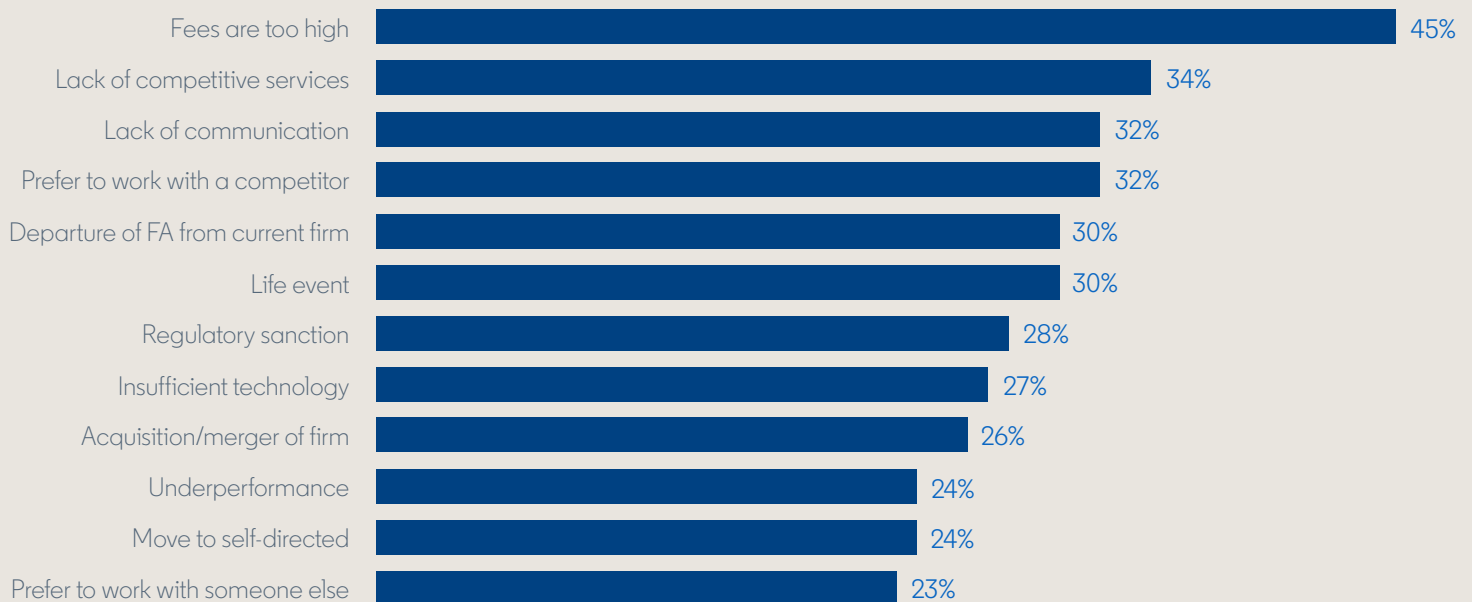
The growing number of consumers, accounts, and the transfer of wealth presents a unique opportunity.

With 31% of consumers considering making a change to their financial adviser 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 advisers 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, multi-channel campaigns to address these varied concerns.



Why are you making a change to your financial adviser?⁵



⁵Coalition Greenwich 2021 Retail Investors Study

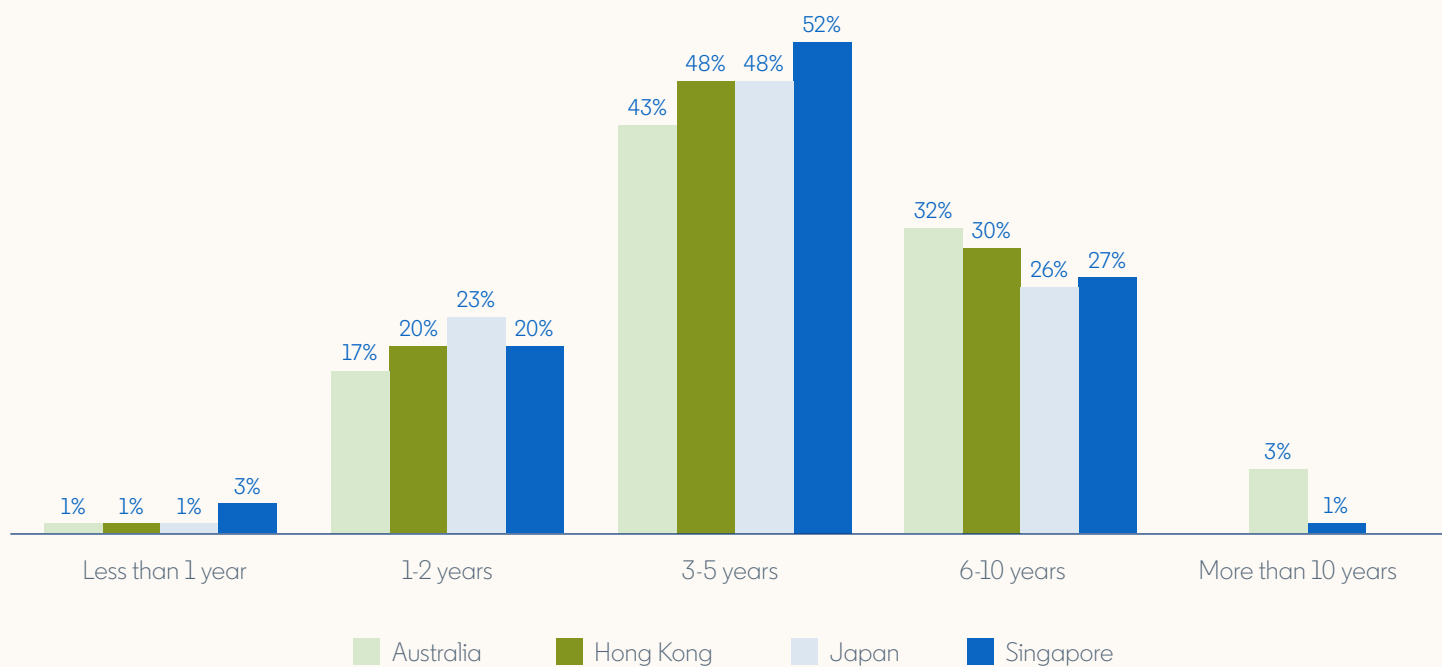
Time for change

A closing window on a large opportunity

When clients change advisers, they tend to stay with someone for an extended period of time. The majority of consumers maintain relationships with financial advisers for 3–5 years. The window of opportunity to reach this large new pool of consumers 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 adviser⁵



⁵Coalition Greenwich 2021 Retail Investors Study

A platform for connection

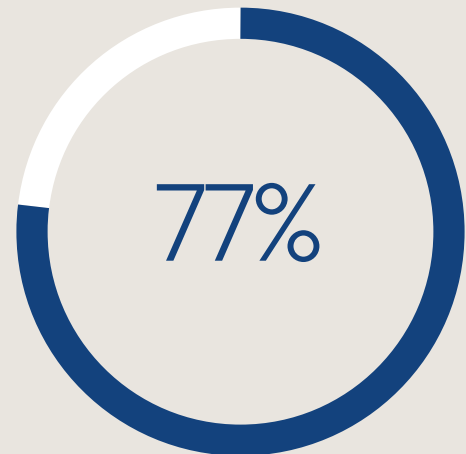
Pointing the way forward

Consumers are looking for constant and consistent communication from wealth management brands. That has always been true, but the COVID-19 pandemic, market volatility, and a new focus on sustainable investing have made brand reputation all the more important.

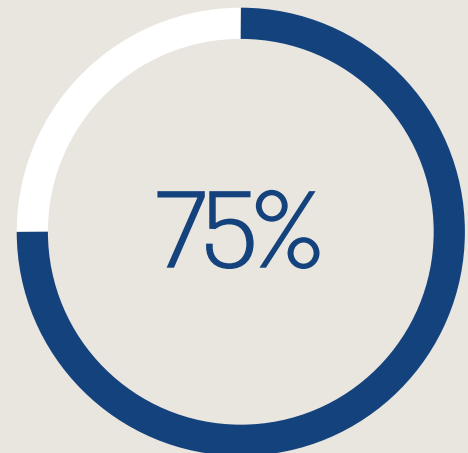
Now is the time for wealth management firms to show how their values translate into strategic and sound advice, how they can help consumers stay ahead of regulatory changes, and how they respond quickly to market swings.

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 will focus on how wealth management firms can use LinkedIn to build their brands and drive demand.

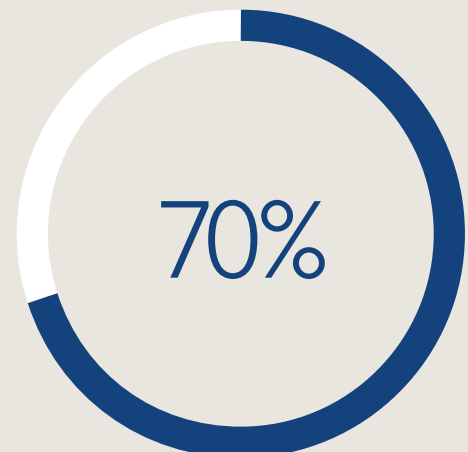
What do consumers want from brands in times of crisis?



Talk about how the brand is helpful in the "new" everyday⁶



Keep them informed about the brand's reaction to the new situation⁶



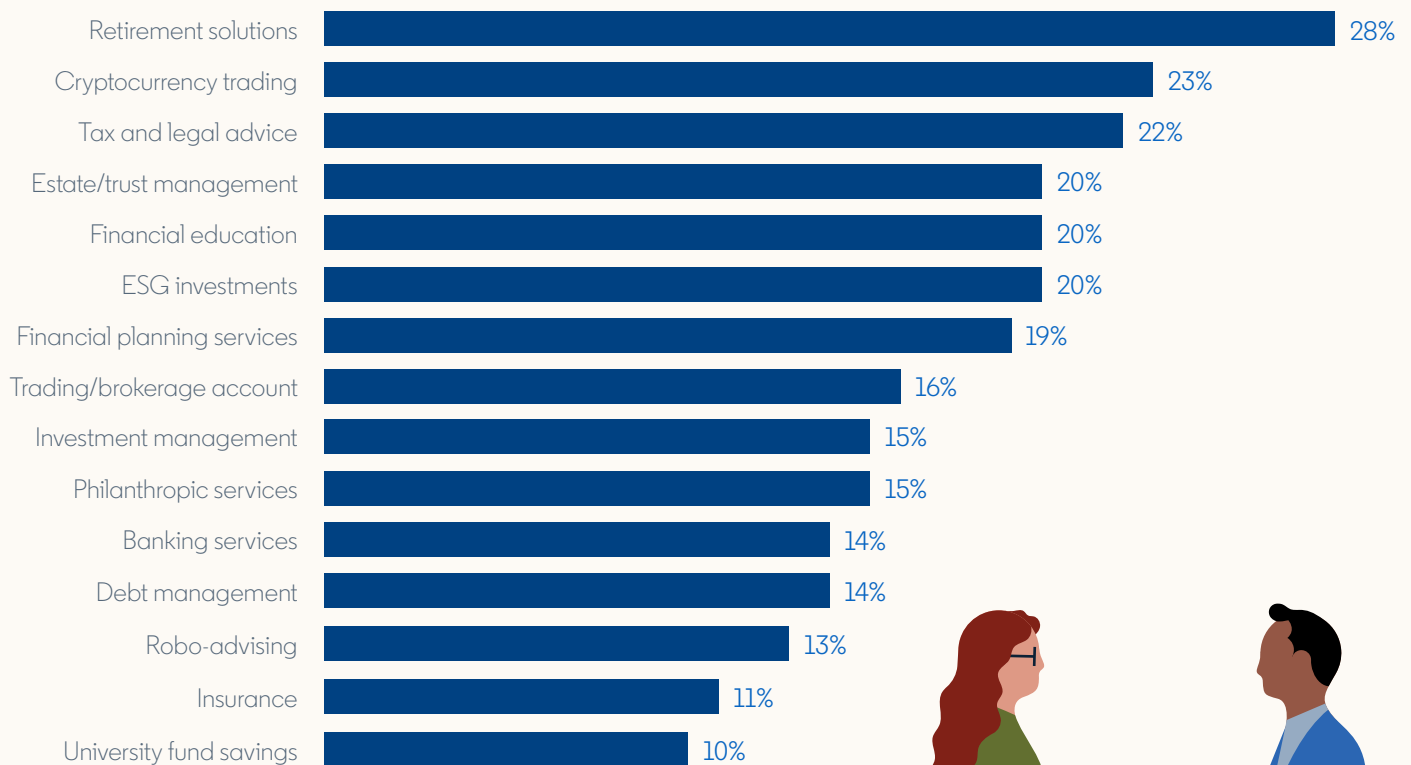
Offer a reassuring tone⁶

⁶Kantar COVID-19 Barometer

What affluent consumers want

When it comes to product and education needs, affluent consumers are looking for more financial understanding, specifically around retirement planning, cryptocurrency trading, taxes, and estate and trust management.

Products/services consumers would like to receive in the future⁵



Marketers should consider these key client interests when building campaigns, offerings, and events in order to meet consumer needs and achieve long term growth.



Products/services investors would like to receive by wealth⁵

	Mass Market (\$25K-\$100K)	Mass Affluent (\$100K-\$1M)	High Net Worth (\$1M-\$5M)	Ultra High Net Worth (\$5M+)
Retirement solutions	32%	30%	27%	27%
Cryptocurrency trading	18%	23%	23%	22%
Tax and legal advice	21%	21%	20%	25%
Estate/trust management	21%	18%	24%	19%
Financial education	21%	17%	24%	22%
ESG investments	18%	23%	24%	7%
Financial planning services	0%	19%	7%	27%
Trading/brokerage account	21%	17%	16%	14%
Investment management	14%	13%	18%	14%
Philanthropic services	21%	12%	13%	22%
Banking services	11%	13%	14%	17%
Debt management	11%	14%	14%	14%
Robo-advising	7%	14%	13%	12%
Insurance	4%	12%	12%	14%
University fund savings	7%	9%	8%	19%

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



⁵Coalition Greenwich 2021 Retail Investors Study

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 encouraged consumers to rethink their wealth practices, encouraging them to: invest, borrow, spend, manage, and protect.

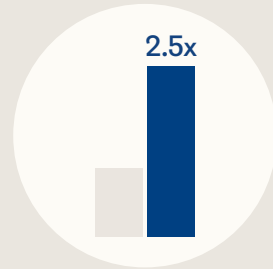
The company's "Good advice makes a difference" campaign was a success by multiple measures.



Using LinkedIn's targeting tools, they sought to engage the niche audience of ultra-high-net-worth individuals using a blend of creative content and strategic use of ad units.



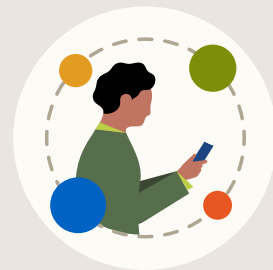
Reached over 160K
LinkedIn members



Beat engagement
benchmarks by 2.5x



Drove 1M+
impressions



Increased brand
familiarity by 14%

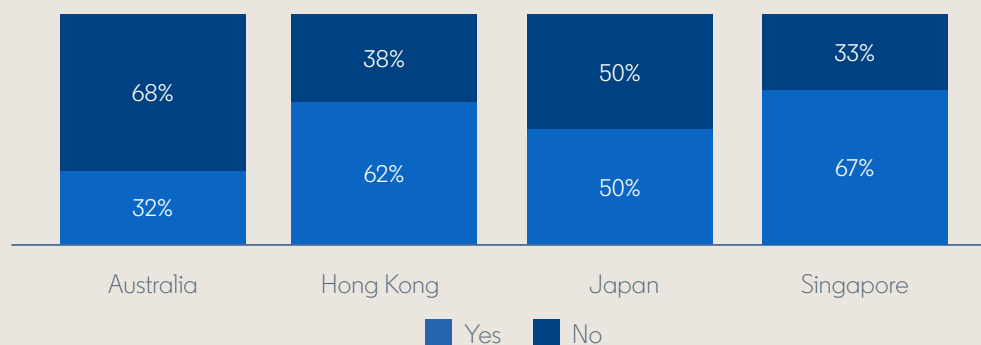
ETFs, ESGs, and cryptocurrencies by the numbers

How adoption among consumers is expected to grow

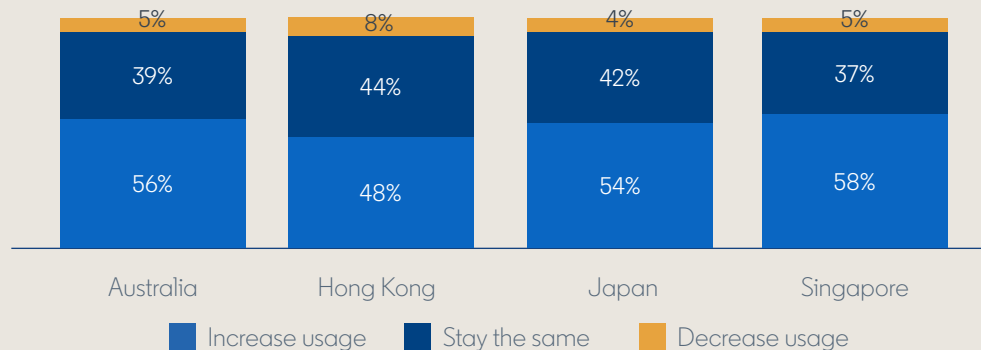


50% of consumers currently hold ETFs and adoption is expected to grow.

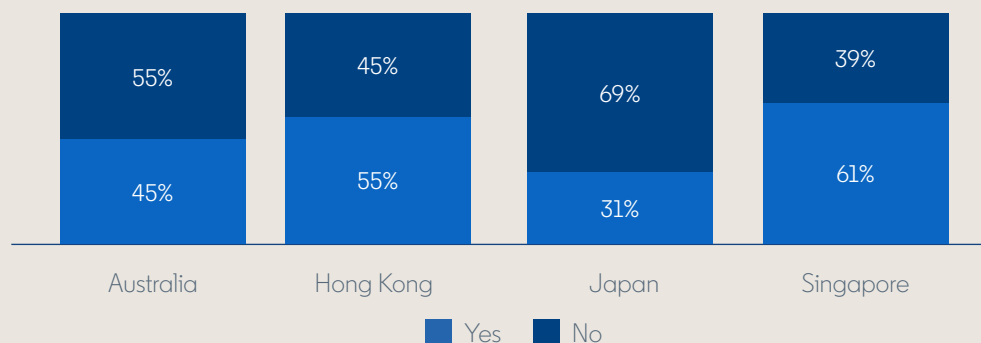
Do you currently invest in ETFs in your portfolio?⁵



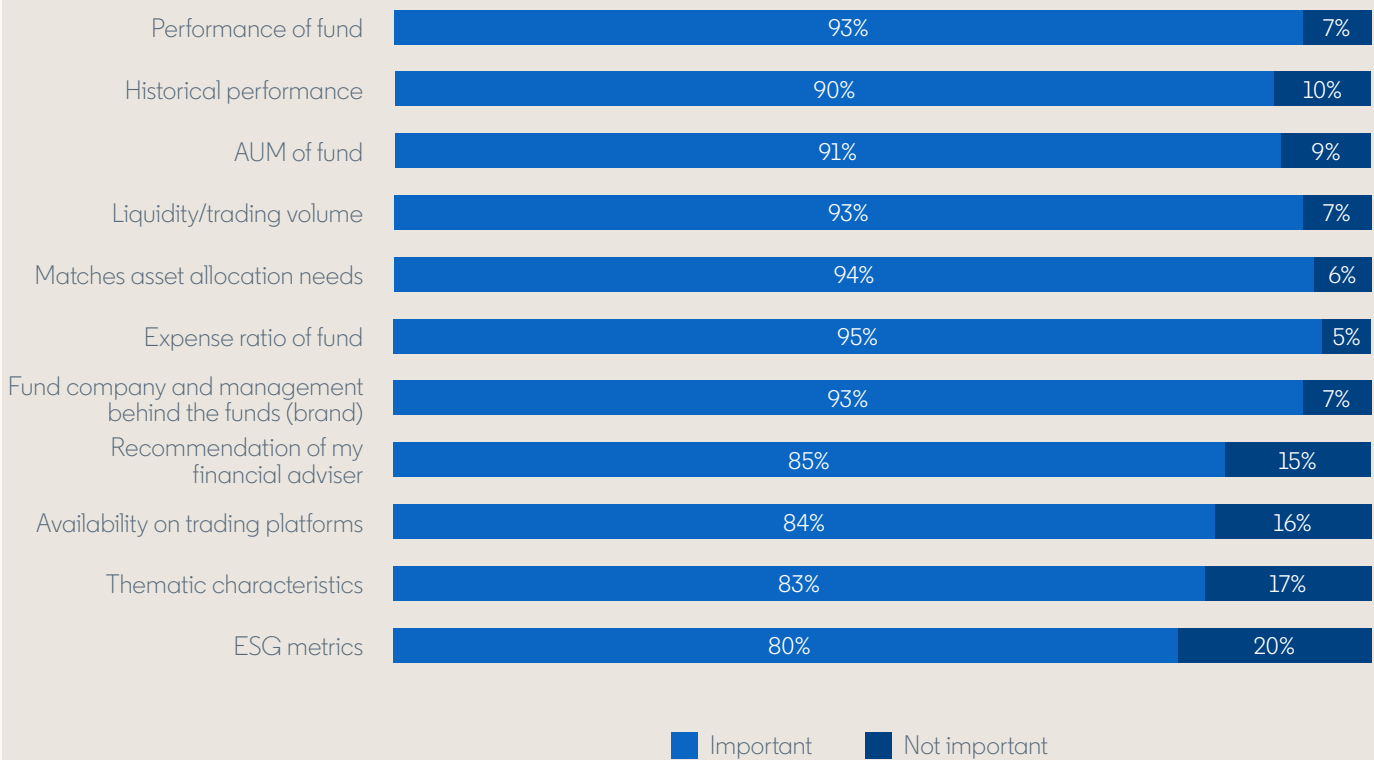
If yes, do you plan on increasing or decreasing your usage of ETFs?⁵



If no, do you plan on using ETFs in the next couple of years?⁵

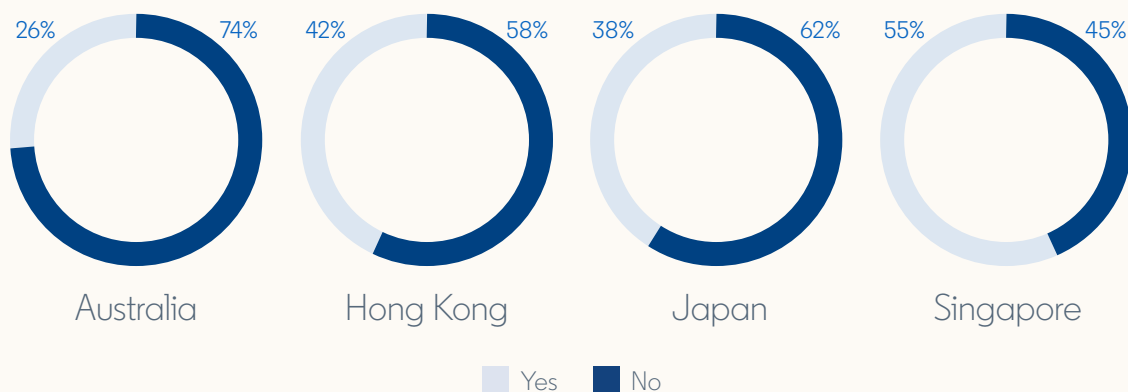


After financial performance, adviser recommendations and brands are critical factors when selecting an ETF⁵

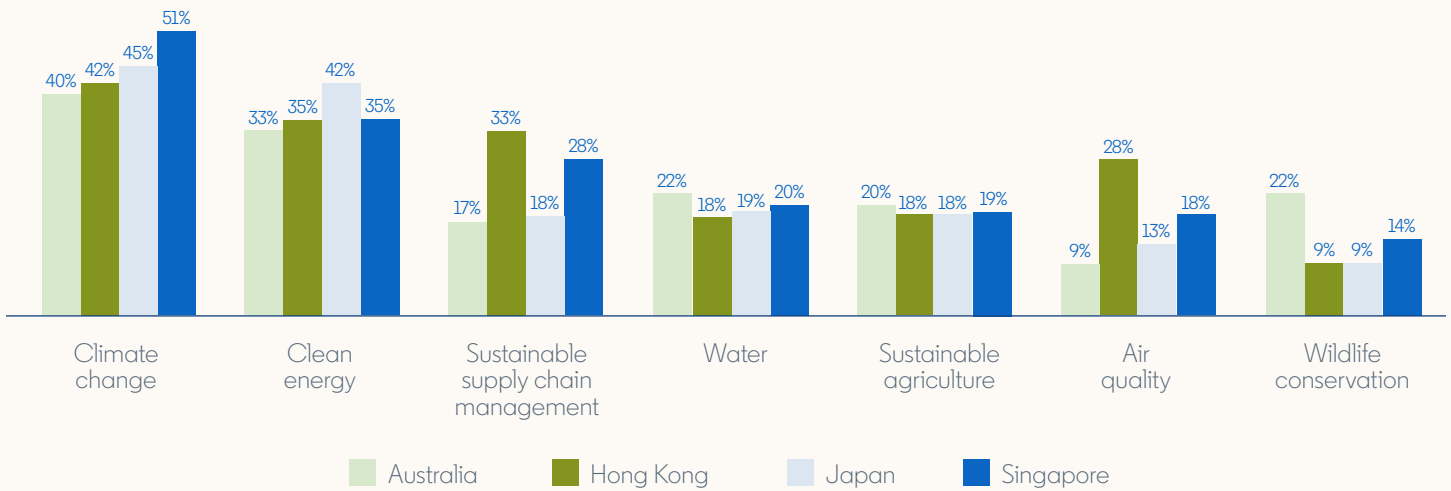


It is interesting to note that despite the media attention, the majority of consumers—outside of Singapore—are not including ESG (Environmental, Social, Governance) in their current portfolios.

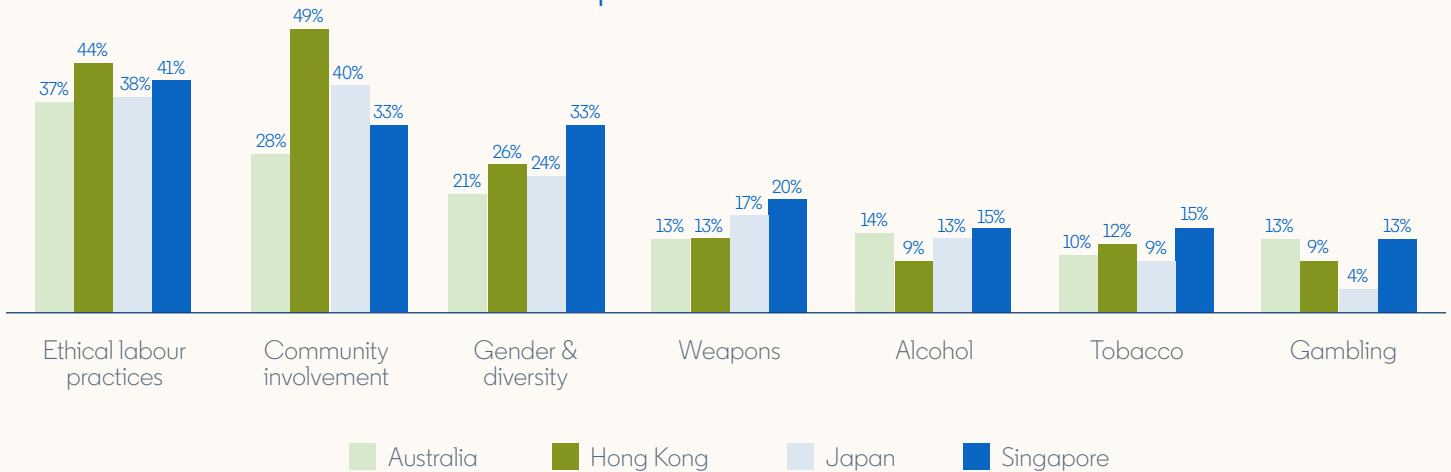
Does your portfolio currently include ESG investments?⁵



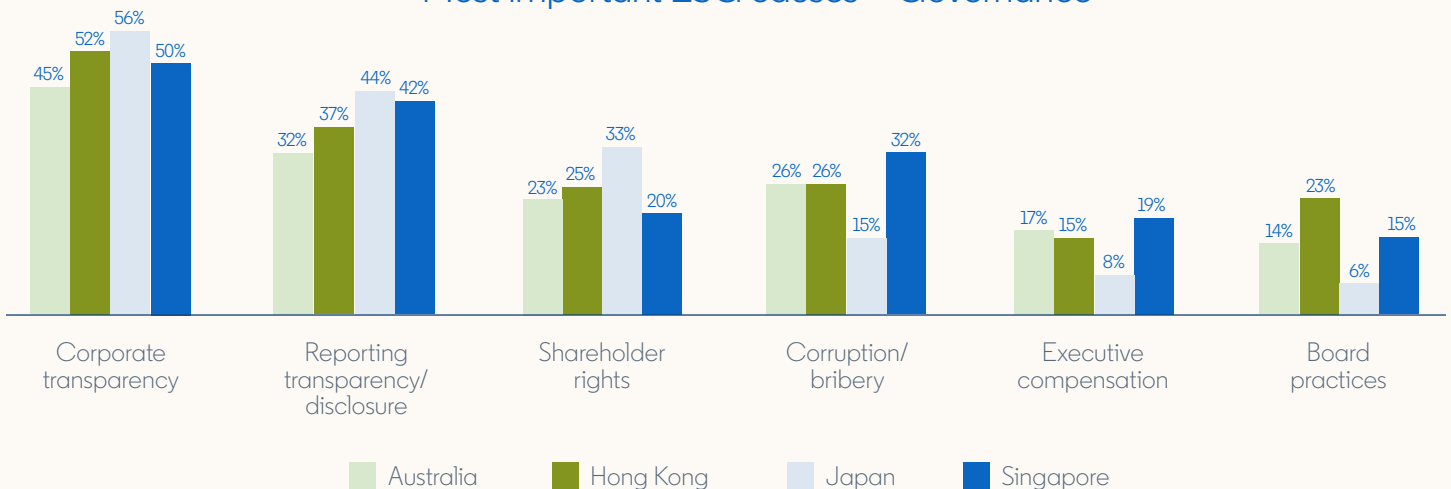
Most important ESG causes – Environmental⁵



Most important ESG causes – Social⁵



Most important ESG causes – Governance⁵

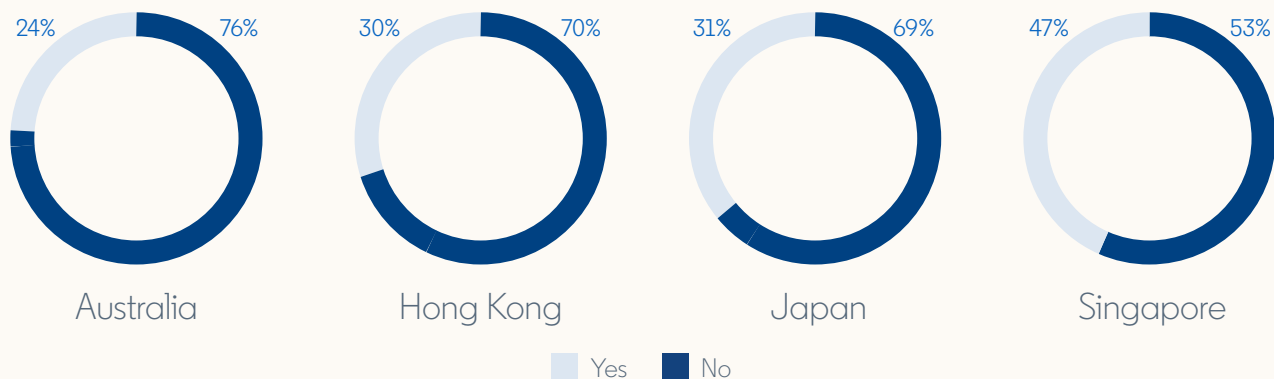


⁵Coalition Greenwich 2021 Retail Investors Study

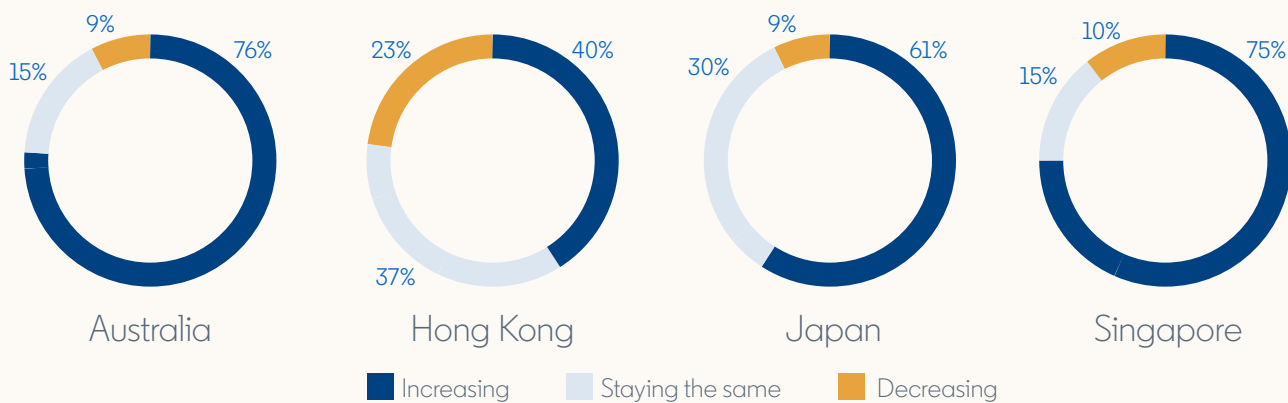
The vast majority of consumers expect more exposure to cryptocurrencies.

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

Do you currently invest in cryptocurrencies in your portfolio?⁵

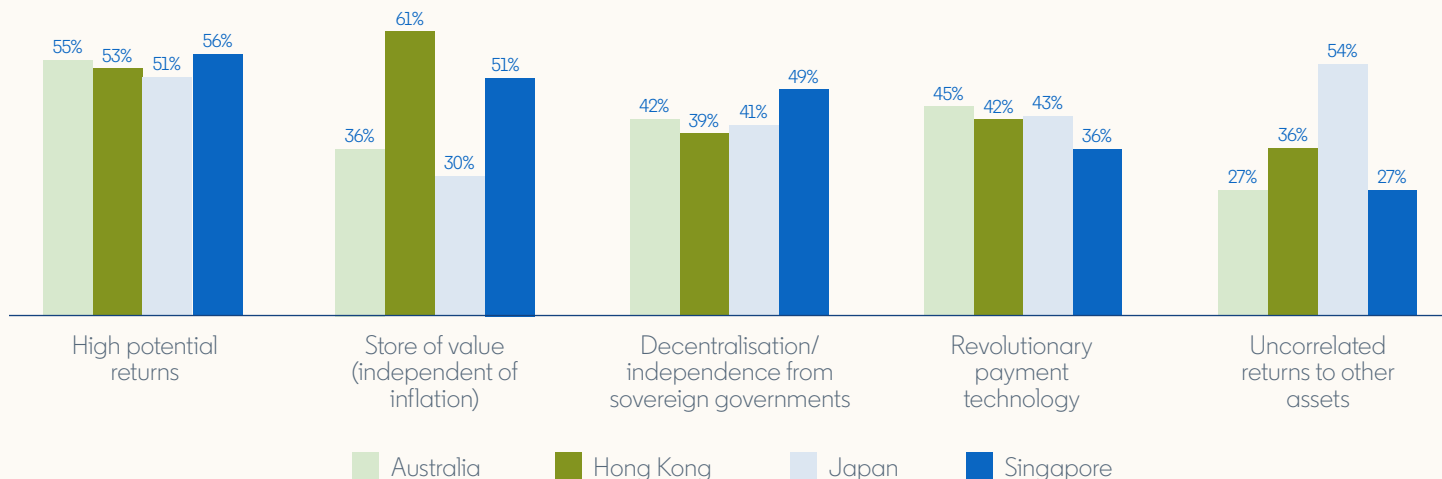


Do you plan on including cryptocurrencies as part of your portfolio in the next couple of years?⁵



Consumers in APAC are balanced in their views towards the attractiveness of cryptocurrencies.

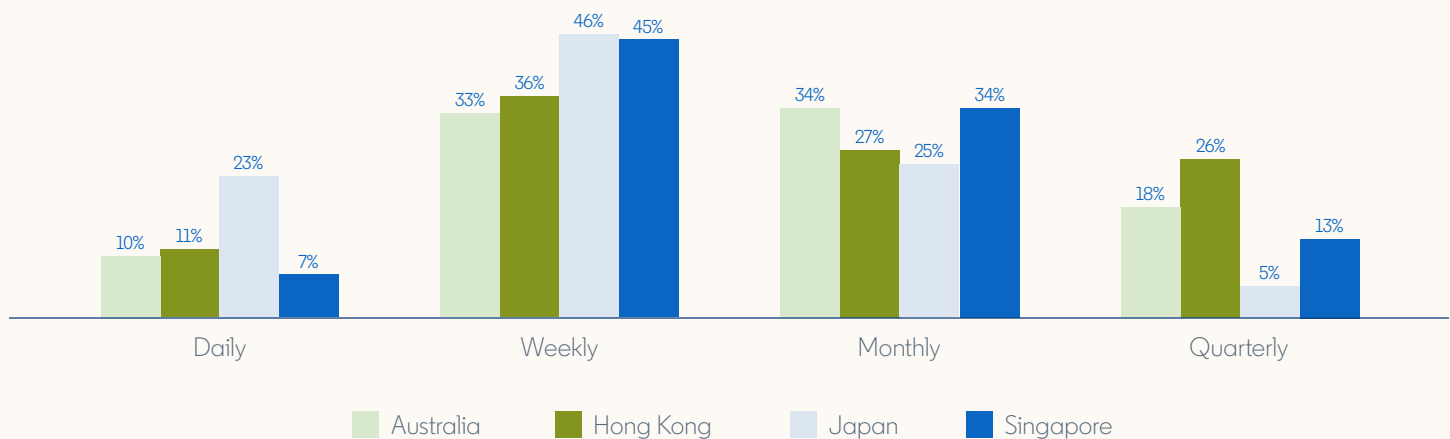
Most important factors when considering investing in cryptocurrencies⁵



Sharing expertise and nurturing relationships.

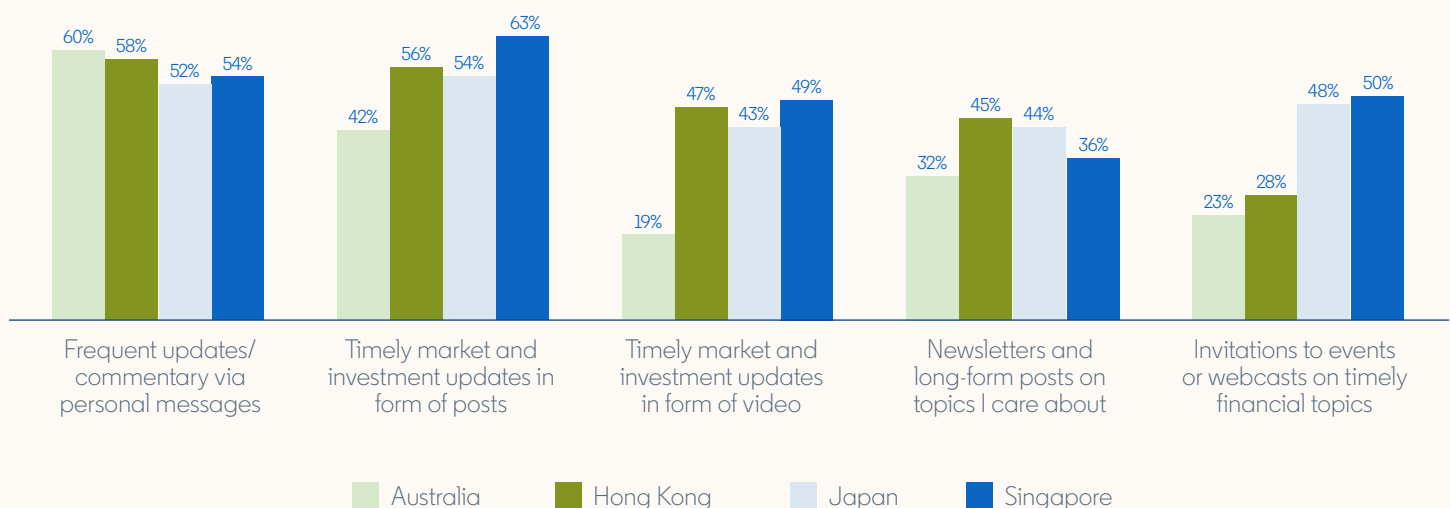
Clients are looking for your point of view. Even in times of volatility, consumers are looking for weekly or monthly updates from their financial advisers. Marketing teams can enable advisers with robust editorial offerings, which help advisers build value by maintaining relationships with clients.

Preferred frequency of communication with financial adviser during periods of market volatility⁵



Consumers place high value on timely, personalised messages.

Preferred frequency of communication with financial adviser during periods of market volatility⁵

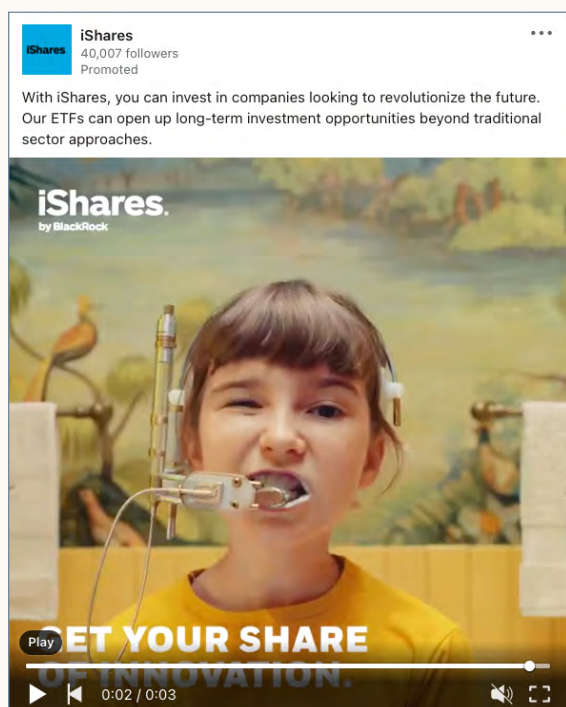


Building awareness for ETFs, ASAP

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.

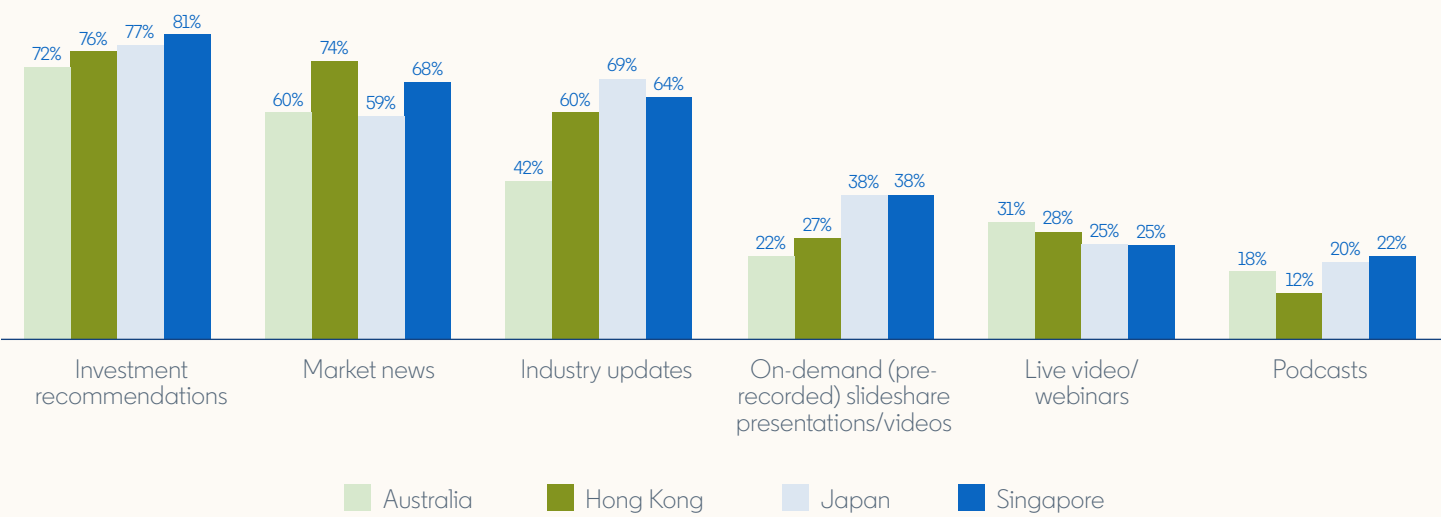
The highest-performing content featured original and unique imagery. The messaging included words that resonated with the audience, like "innovation" and "strategy," while the videos told succinct stories using colours that stood out among competitors.



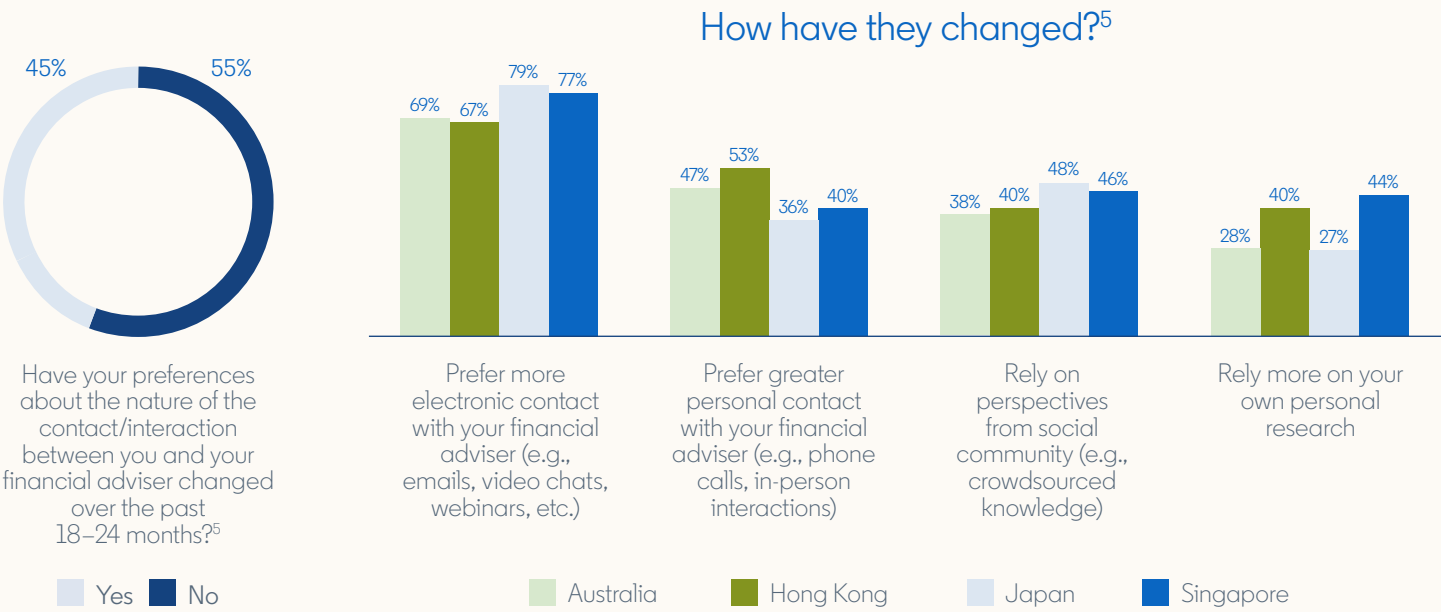
Consumers are looking to their advisers for market commentary and ongoing education.

Financial advisers need to be armed with content that can be personalised and then easily shared with their consumers, particularly investment recommendations, market news, industry updates and on-demand presentations/videos. Digital communications are highly valued, as well as personalised one-to-one communications and readily available social perspectives.

Preferred content to receive from financial adviser⁵



Consumers preferred more contact with their advisers over the past 18–24 months.



⁵Coalition 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 consumers is unlike almost anything we have 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:

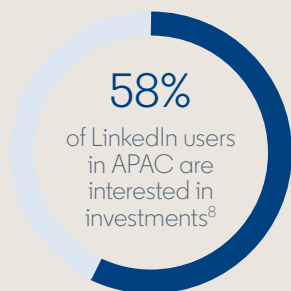
1. In times of great change, we all look to the places we trust for advice and information. Consumers trust the content they find on LinkedIn.
2. The financial services community on LinkedIn continues to grow.
3. The financial services audience on LinkedIn has more money, wants to buy more assets, and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



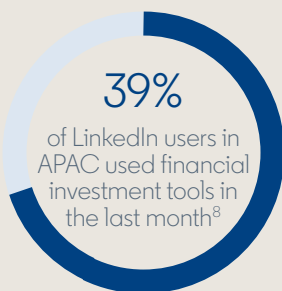
For wealth management brands, LinkedIn has all of the ingredients for success.

LinkedIn brings a relevant, initiated, and attractive audience for boosting your marketing efforts in APAC

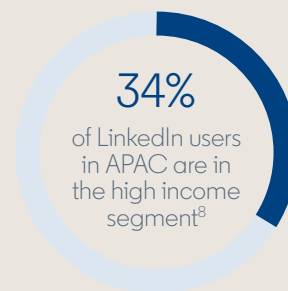
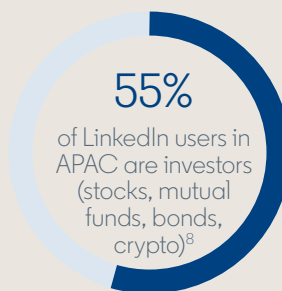
Relevant



Initiated



Attractive



And, our attractive audience is staying connected with the FinServ industry



APAC company pages on LinkedIn follow a **FinServ company**.⁷



Over the course of 11 months, **unique FinServ followers** on LinkedIn grew by **2.5x**—that's a growth rate of **8.7% per month**!⁷



In APAC, there are **22M unique FinServ Company followers** on LinkedIn with the ability to influence **175M first degree connections** through updates and posts.⁷

⁷LinkedIn Internal Data 2021

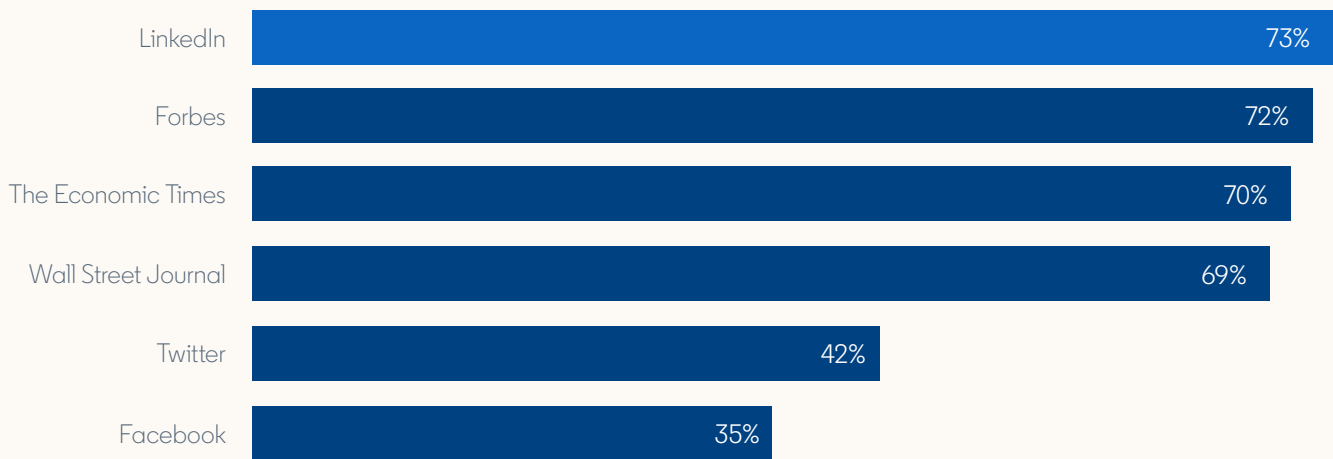
⁸GlobalWebIndex Q1 2020 to Q3 2021

Our success is your success

To win with consumers, brands must earn their trust. LinkedIn is a place where winning consumer campaigns are built because it is a platform of trust.



In APAC, LinkedIn is the most trusted platform⁹



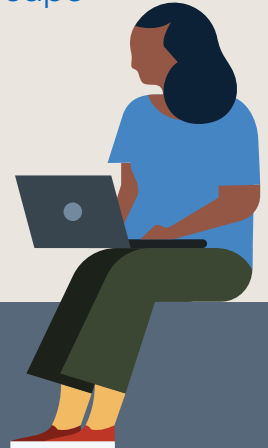
The right message for the right audience.

LinkedIn members are exactly the types of clients that wealth management brands want to reach, as our members are increasingly engaged with relevant investing content.

LinkedIn members engage with meaningful conversations, consume thought leadership, and navigate the industry landscape¹⁰

Over the last two years, LinkedIn members in APAC have increased their engagement with articles talking about investing, wealth management, financial services, equities, funds, and cryptocurrencies by

2.4X



That's an average monthly growth rate of 5.4%!

Our highly engaged audience has spurred the growth of marketing investments from FinServ industries on LinkedIn¹⁰



Over the last two years, the total ad spend by FinServ industries on the APAC audience has grown by

1.8X

That's an average monthly growth rate of 4.9%!

In order to stay competitive, marketers should focus on increasing their share of voice and share of mind.

Advanced tools to ensure you are 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 in North America. With existing thought leadership materials and new content, the BNY Mellon Wealth Management team created a dynamic editorial mix, including vertical video, that was targeted to an audience of individuals with investable assets of more than US\$ 5 million.



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



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

State Street's customised LinkedIn ad programme 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 advisers



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 global pandemic, record highs on the stock exchange, and the historic passing of the financial torch from generation to generation, these are, without a doubt, unprecedented times. The staggering returns, volume of funds changing hands, and the number of new consumers to the markets is unlike anything wealth management firms have seen before. Opportunities abound for the firms and managers that can reach these consumers (and potential consumers) 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 consumers.



Works cited

¹Seasia, Unicorns Of Southeast Asia and Their Current Valuations

²2021 BCG Global Asset Management Report

³Reuters, Analysis: Southeast Asia Tech Dealmaking Booms

⁴Tech in Asia, A List of SEA's Unicorns and Their Early Investors, 2021

⁵Coalition Greenwich 2021 Retail Investors Study

⁶Kantar COVID-19 Barometer

⁷LinkedIn Internal Data 2021

⁸GlobalWebIndex Q1 2020 to Q3 2021

⁹LinkedIn Periodic Research Survey 2019

¹⁰LinkedIn Internal Data 2020-2021

