

The new consumer landscape



A multi-trillion dollar wealth transfer between generations, combined with record-setting wealth gains, 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. In order to help marketers meet this need, LinkedIn has partnered with Coalition Greenwich to survey more than 520 affluent consumers in the APAC region.

Understanding consumer needs

Marketers have a unique—and finite—window of opportunity, as consumers are looking to make lasting changes to their financial advisers.



31%

of consumers are considering making a change to their financial adviser in the next 12 months.

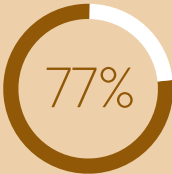


48%

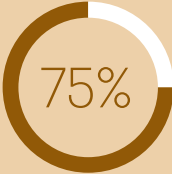
of consumers in Hong Kong stated that they stick with their financial adviser for 3–5 years.

Source: Coalition Greenwich 2021 Retail Consumers Study

In order to retain current consumers and win new ones, marketers first need to understand what consumers want from brands in times of crisis:

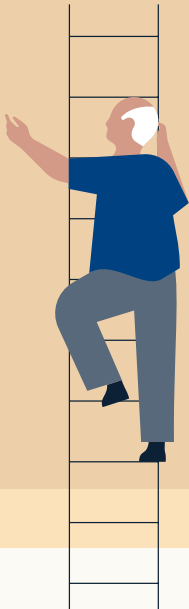


Talk about how the brand is helpful in the ‘new’ everyday



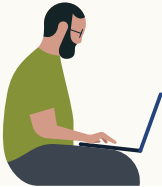
Keep them informed about the brand’s reaction to the new situation

Source: Kantar COVID-19 Barometer



Meeting consumer needs

By understanding the products and services affluent consumers want to receive from their advisers, you can build unique and highly engaging content that targets key consumer interests.



	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%	17%	27%
Brokerage account	21%	17%	16%	14%
Investment management	14%	13%	18%	14%
Philanthropic services	21%	12%	13%	22%

Source: Coalition Greenwich 2021 Retail Investors Study

Consumer interest in ESGs and cryptocurrencies is increasing.



42%

of consumers in Hong Kong currently **include ESGs in their portfolios**, and that number is expected to climb due to increasing media attention.



30%

of consumers in Hong Kong **currently invest in cryptocurrencies**.



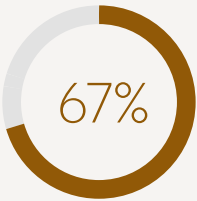
40%

of consumers in Hong Kong expect to **increase their crypto investments** over the next couple of years.

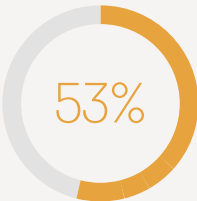
Source: Coalition Greenwich 2021 Retail Consumers Study

Consistency is key, trust is a must

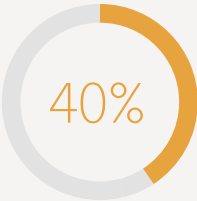
Now more than ever, affluent consumers are eager for increased contact with their advisers and prefer more digital communications.



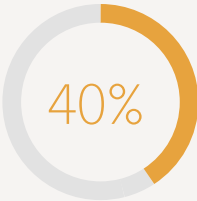
Prefer more electronic contact with their financial adviser



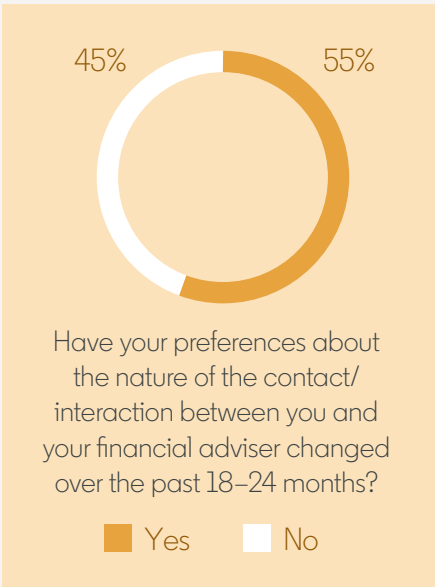
Prefer greater personal contact with their financial adviser



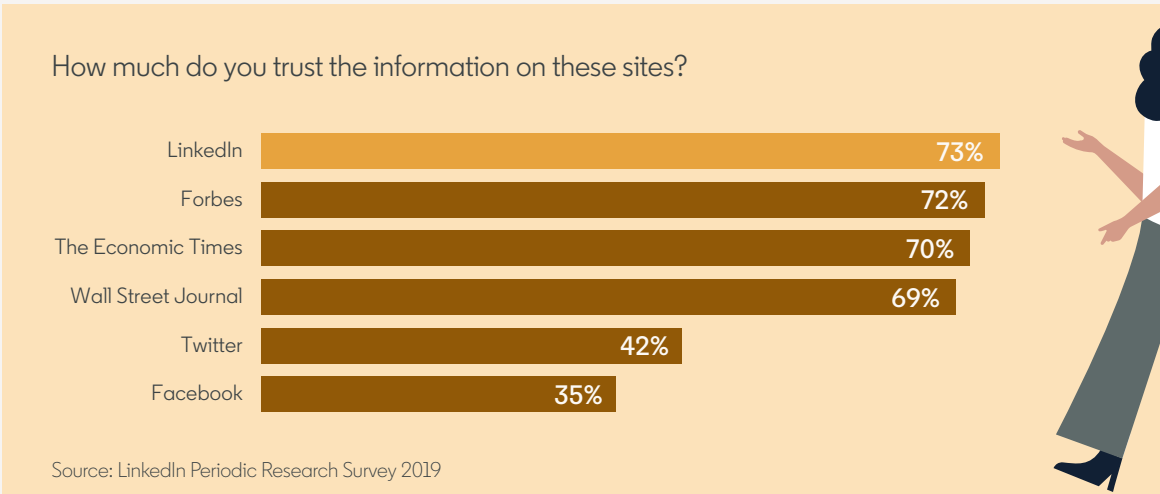
Rely on perspectives from social community



Rely more on their own personal research

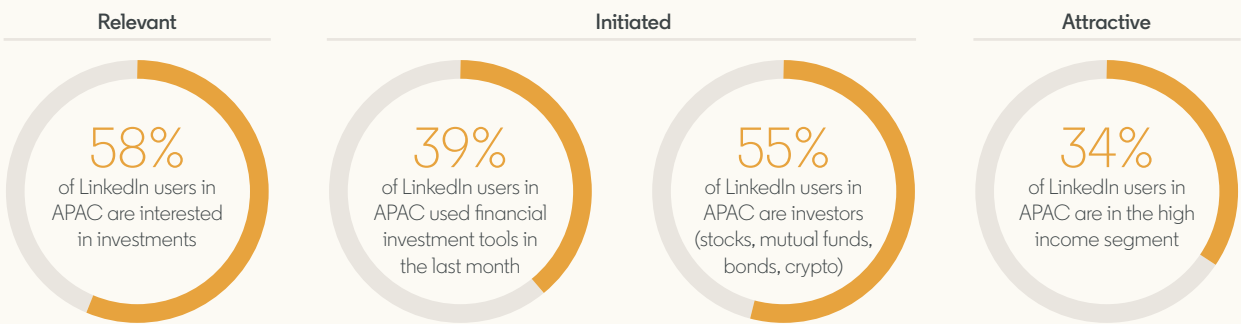


Source: Coalition Greenwich 2021 Retail Investors Study




Ingredients for success

LinkedIn brings a relevant, initiated, and attractive audience for boosting the marketing efforts of wealth management brands.



Source: GlobalWebIndex Q1 2020 to Q3 2021

LinkedIn’s attractive audience is highly engaged with the FinServ industry



Over the last 2 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**

Over the last 2 years, the total ad spend by FinServ industries on the APAC audience has grown by **1.8X**

Source: LinkedIn Internal Data 2020-2021

Visit our [wealth management landing page](#) today to access further actionable insights for your business.