

LinkedIn Marketing Solutions

# Investing in the Digital Age

The role of marketing in the institutional investor engagement journey

 Global Edition



# The ways in which institutional investors engage online have shifted dramatically

The last few years have reshaped our world in many ways, and for institutional investors there has been a myopic shift - one that is creating new exciting opportunities for asset manager marketers.

Investing in the New Digital Age is an update on our 2018 study with Coalition Greenwich, which looked at institutional investor media consumption and behaviours - and it shows unequivocally how digital acceleration has fundamentally changed the marketing operating environment.

Today, digital interactions, education, learning and investment action, are the heartbeat of the industry. They have moved from something for the future, that a few forward-thinking marketers were experimenting with, to essential services. Today, we experience a digital marketplace where asset managers and institutional investors come together to connect, interact and transact. That future is now.

At LinkedIn, we continue to work with marketers, who are breaking new ground, interacting with their audiences in new ways - through campaigns that deliver everything from thought leadership to lead generation.

Yet we know our work together has in many ways only just begun. In a year of expected ongoing market volatility, of backlashes against purpose and ESG, and the ever-present pressures of the chase for yield, the requirement to be flexible, nimble and ahead of the game and your peer set are ever true.

These insights are part of how we can help you do that, and we look forward to working with you over the year and beyond to break new boundaries for our new digital age.



**Terry Rand**  
Head of Vertical Marketing,  
EMEA and LATAM

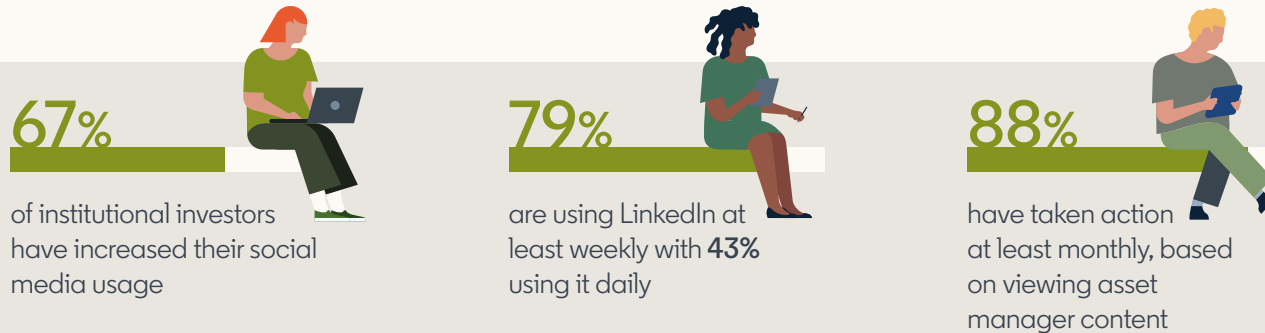


**Karin Levi**  
Head of Financial Services  
and Venture Marketing, NAMER

# Investing in the Digital Age

The pandemic has springboarded institutional investors from digital laggards to digital leaders in just five years. For asset management marketing professionals this means an array of new channels and tactics are now driving influence, engagement and sales.

## From 2018 to 2023



As LinkedIn becomes the norm for these investors, we are working with our asset management clients to deepen engagement through their audience's lifecycle. From being the first place they turn for their careers, through networking, learning, career development and action.

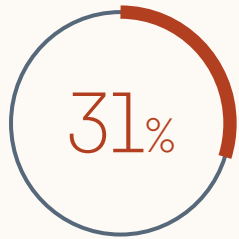
Source: "Coalition Greenwich, The Future of Digital Content in Institutional Investing, 2023

LinkedIn partnered with Coalition Greenwich to interview 232 institutional investors across seven markets within EMEA, US and Latin America to determine their use of social media in the investment process and its impact on investment decisions. It is the latest in a series of four reports commissioned through Coalition Greenwich, the last of which was released pre-pandemic in 2018.



# The opportunity

The opportunity to connect with audiences is ready for the taking. To maximise this and engage with institutional investors, content strategies should be diversified across a variety of platforms.



of LinkedIn Senior+ users are **not using Twitter\***



of LinkedIn Senior+ users are **not using YouTube\***



of LinkedIn Senior+ users are **not using Instagram\***

Standing out in the crowd through consistently high quality and timely content will help drive engagement, connectivity and trust. This will, in turn, lead to valuable commercial arrangements and relationship development, not least among complex audiences.

eMarketer data shows that B2B marketing spend will continue to grow in 2023. By 2024, it will be at \$3.91bn - up 3.8% year-on-year. Through this, we will see marketers investing more in digital.\*\*

Source: \*LinkedIn internal data insights. Senior+ = Job Seniority = Senior, Manager, Director, VP, CXO, Partner, Owner

\*\* Global Web Index survey, Q3 2021, Q4 2021, Q1 2022, Q2 2022, Global 16-64 respondents



# The findings

The findings from the latest Coalition Greenwich Report: Investing in the Digital Age, delve into key emerging trends post-pandemic. Institutional investors are navigating changing working patterns and therefore changing professional relationships, as well as conducting business in complex environments where profit and purpose go hand-in-hand. They are consuming information in a different way, but content remains king.



## Theme 1

### A Guiding Light in the Digital Age

Social media usage among institutional investors has risen post-pandemic. Professionals are seeking connectivity and guidance as they navigate a complex and noisy marketplace.



## Theme 2

### The Personal Touch

Institutional investors expect content to be more thoughtful now than ever before. Only by making your audience feel as though the content you are creating has been custom-made for them, will your brand stand out from the crowd.



## Theme 3

### The Consumption Shift

The pandemic reshaped the way institutional investors consume content. Balancing high quality content across a range of informed formats will drive value and results.



## Theme 4

### A Question of Brand Reputation

Proposition-led marketing will continue to drive commercial benefits, but brand reputation is a significant and growing driver for market-making key decisions and positive outcomes.



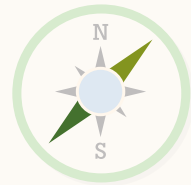
## Theme 5

### Content is Still King

Institutional investor audiences require high quality, relevant and targeted content. Standing out from the crowd, meeting audiences' ever-changing complex needs and helping them see into the future will drive differentiation.

## Theme 1

# A Guiding Light in the Digital Age

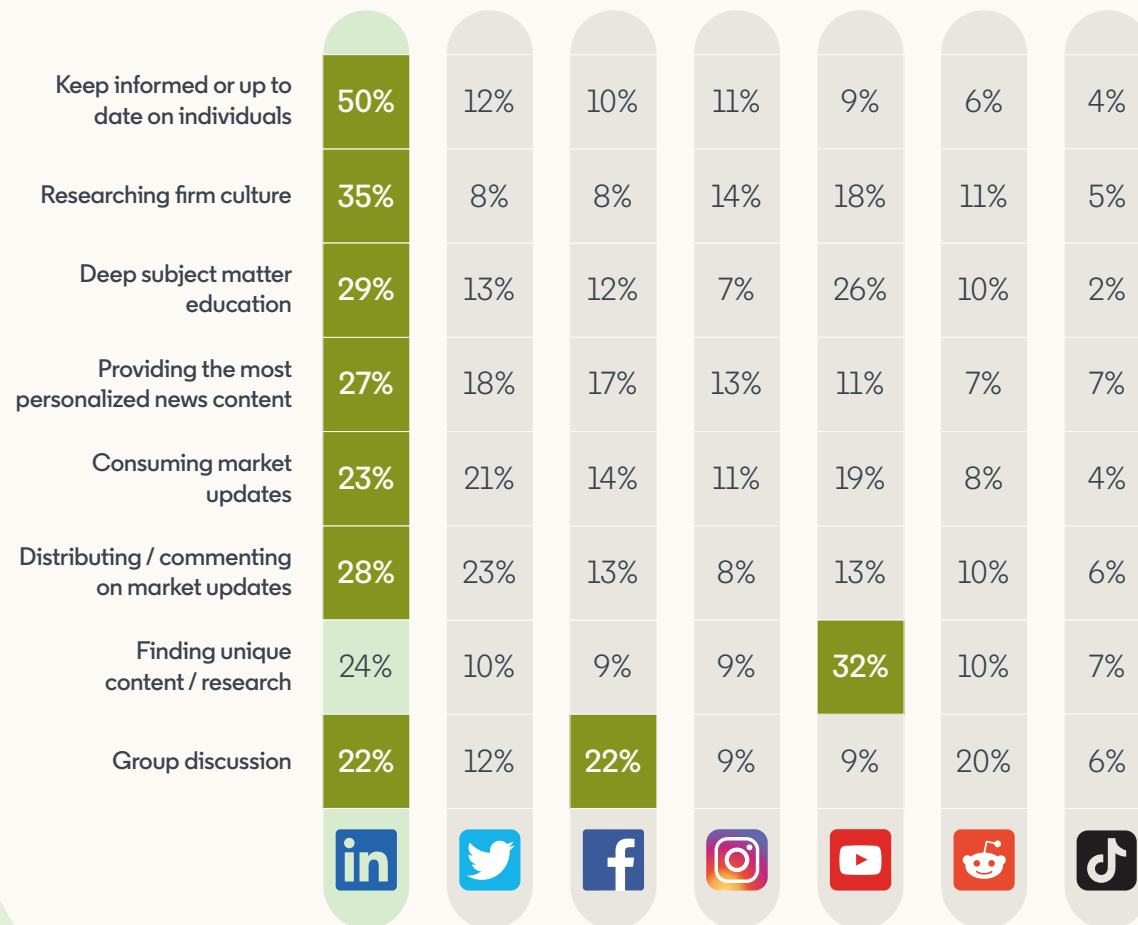


Social media usage among institutional investors has risen post-pandemic. Professionals are seeking connectivity and guidance as they navigate a complex and noisy marketplace.

# The many faces of social media

Social media platforms can both aggregate news sources for users and drive tailored experiences and interactions through content, as institutional investors increasingly seek out connectivity.

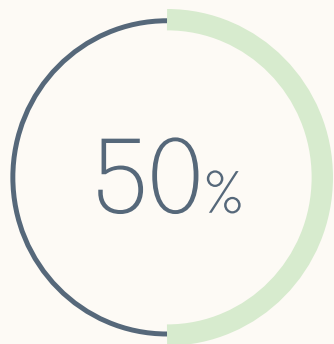
Features that institutional investors agree platforms are best for



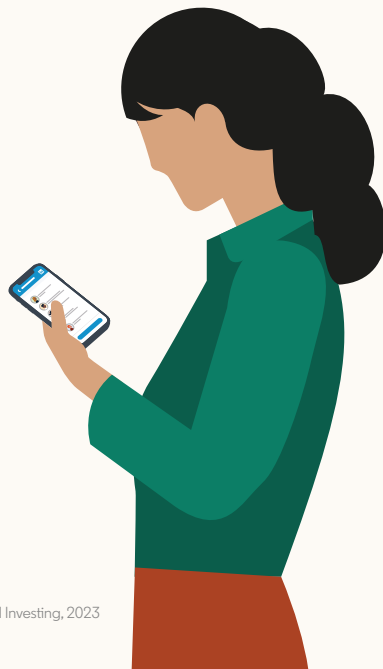
With 50% of institutional investors agreeing that LinkedIn is the best platform to keep track of individuals, the notion of trust and networks prevails. This reinforces the importance of content posted from trusted sources.

Both company and personal LinkedIn profiles showcase your voice, your perspectives, your thought-leadership and your purpose.

It offers a holistic view of your professional life and helps to make in-person connections more natural.



**50%**  
of institutional investors say  
LinkedIn is best for keeping  
track of individuals



Source: "Coalition Greenwich, The Future of Digital Content in Institutional Investing, 2023



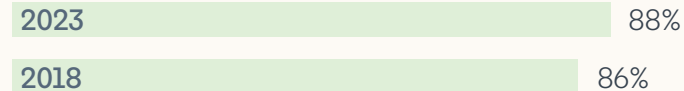
*Institutional investors are increasingly looking for solutions that help them better manage risk, generate alpha and reduce costs. Our focus is on providing these solutions, leveraging our scale, expertise and technology to help our clients.*



Ron O'Hanley  
Chairman and CEO, State Street



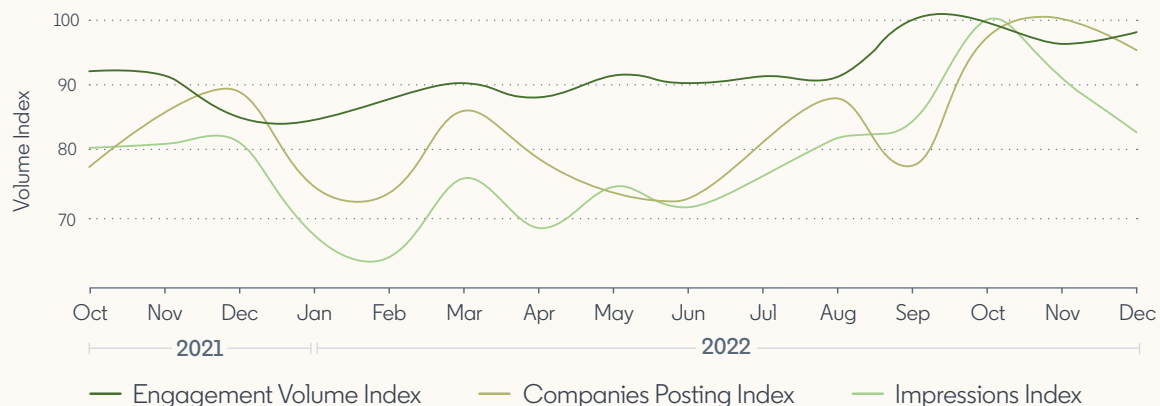
Compared to other forms of media, social media is far more likely to drive action due to its interconnectivity to paid, earned, shared and owned media. In fact, 88% of institutional investors said that they have taken action based on asset manager-provided content at least monthly, compared with 86% in 2018.\* This is supported by a recent Digital Investor Survey from Brunswick which found that 81% of investors have made a recommendation or decision after initially sourcing information on digital or social media.



% of institutional investors who say they have taken action, at least monthly, based on asset manager-provided content

**LinkedIn acts as both a source of information and a conduit into a deeper user journey.**

And with engagements on finserv posts continuing to uptrend year-over-year, demand is unlikely to decrease any time soon.\*\*



Source: \*Coalition Greenwich, The Future of Digital Content in Institutional Investing, 2023

\*\*LinkedIn Internal Data (10/1/21 – 12/31/22)



## Theme 2

# The Personal Touch

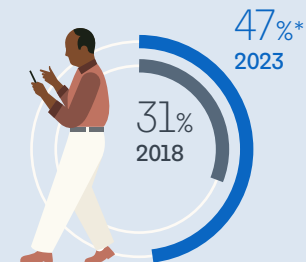


Institutional investors expect content to be more thoughtful now than ever before. Only by making your audience feel as though the content you are creating has been custom-made for them, will your brand stand out from the crowd.

# Driving engagement using targeted content

Good content isn't just a hygiene factor. It can be a defining part of complex decision-making processes. Institutional investors are responsible for a single company's assets and in order to make the right investment choices, they need to be able to have access to the most relevant, timely and quality information.

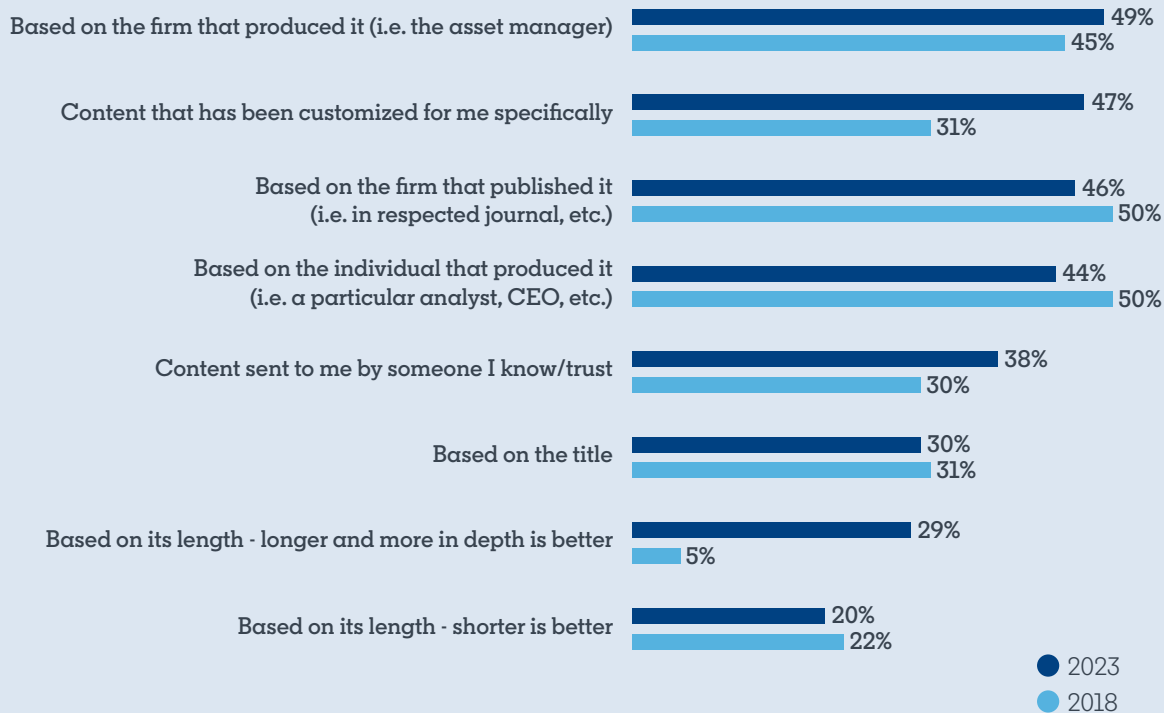
Institutional investors face a complex choice when determining which asset manager would best assist them in achieving their investment goals. As such, sifting through the sheer amount of information available to help find the right long-term investment partner is an ongoing challenge. But there are ways to cut-through and be heard.



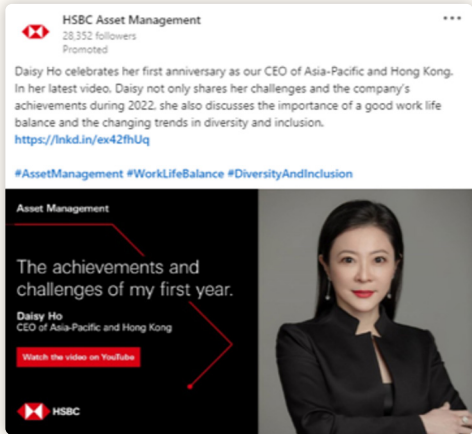
The importance of asset managers targeting institutional investors with tailored content has risen significantly in importance - from 31% in 2018 to 47% in 2023.

Quality, relevance and trust should be central to any content strategy; institutional investors are most likely to value content based on the firm that produces it.

### How institutional investors determine which asset management content to consume



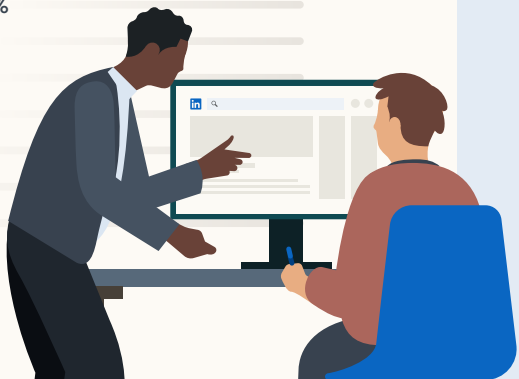
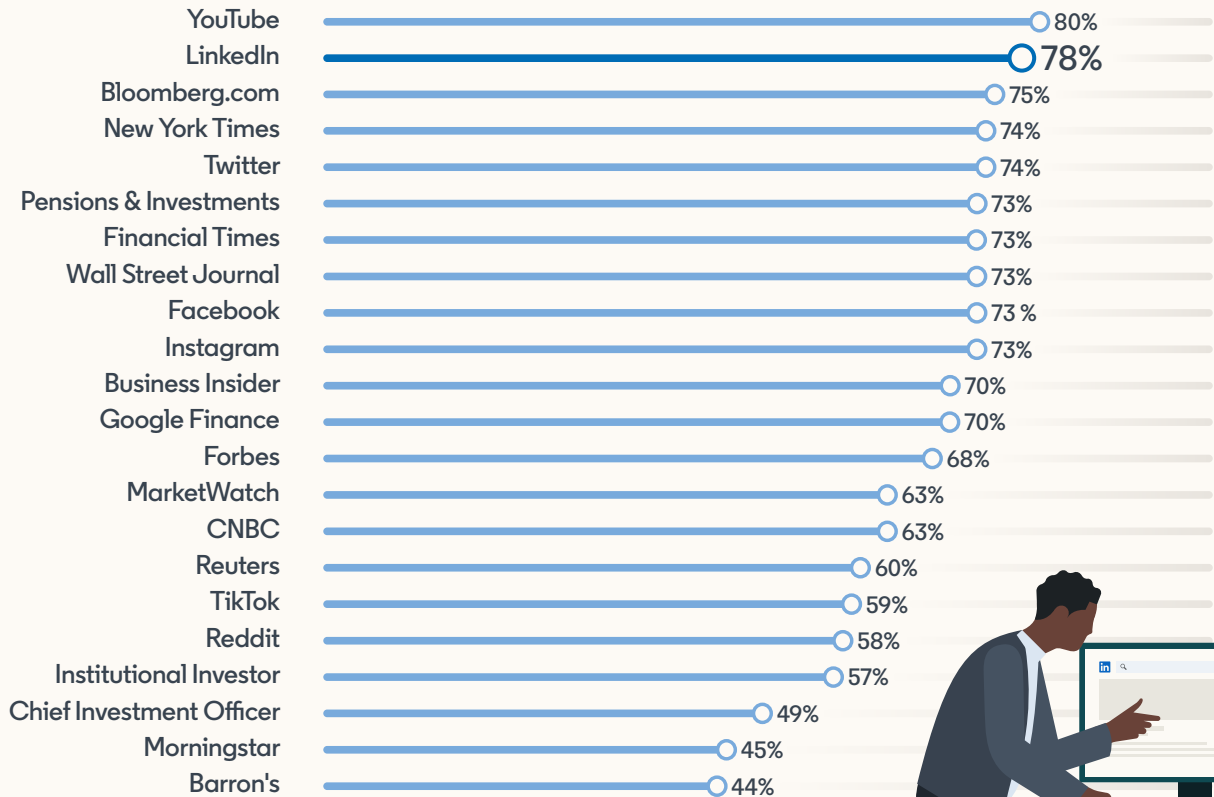
### Curated approaches driving brand authenticity



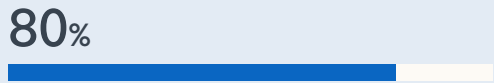
HSBC Asset Management’s senior spokespeople drive engagement through thought-leadership focused on business priorities and personal needs.

Platforms that can support users to sift through and make sense of the information bombardment will continue to rise in importance as we all try to cut through the noise. For this reason, LinkedIn remains among one of the most prominent media sources of choice for professionals.\*\*

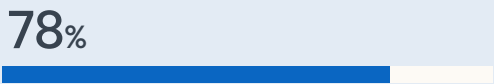
Social media platforms that institutional investors are most active on



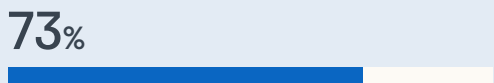
Professionals will continue to mix and match their information sources to fulfil their own specific needs. Senior professionals are unique in how they consume information and using only one platform to reach this target audience always leaves some users out. A multi-platform strategy is therefore crucial when trying to reach a niche audience.



of LinkedIn Senior+ users are not viewing FT content (online)\*



of LinkedIn Senior+ users are not viewing Economist content (online)\*

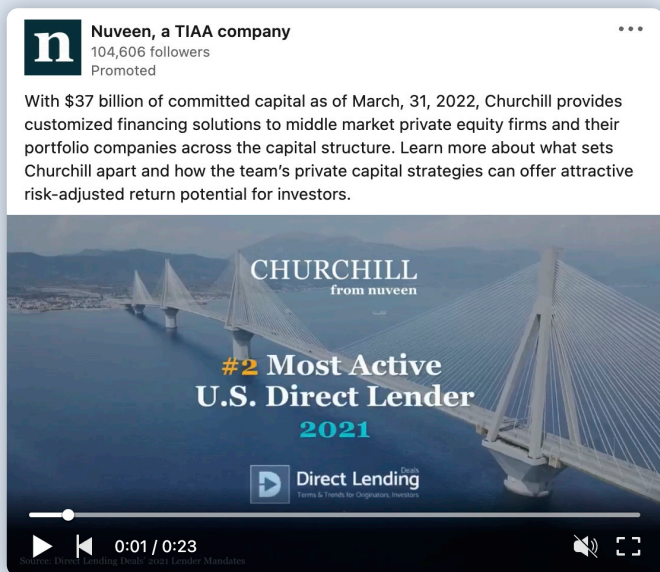


of LinkedIn Senior+ users are not viewing Forbes content (online)\*

Source: \*LinkedIn internal data insights. Senior+ = Job Seniority = Senior, Manager, Director, VP, CXO, Partner, Owner  
 Source: \*\*Coalition Greenwich, The Future of Digital Content in Institutional Investing, 2023  
 \*\*\*Global Web Index survey, Q3 2021, Q4 2021, Q1 2022, Q2 2022. Global 16-64 respondents

# Cutting through the noise with targeted content

Nuveen, a TIAA company, targets institutional investors with specifically tailored content.



**n Nuveen, a TIAA company**  
104,606 followers  
Promoted

With \$37 billion of committed capital as of March, 31, 2022, Churchill provides customized financing solutions to middle market private equity firms and their portfolio companies across the capital structure. Learn more about what sets Churchill apart and how the team's private capital strategies can offer attractive risk-adjusted return potential for investors.

**CHURCHILL**  
from nuveen

**#2 Most Active U.S. Direct Lender 2021**

**Direct Lending**  
Terms & Conditions for Original and Revolving

0:01 / 0:23



*“At Vanguard, understanding our audience and their unique needs is our number one priority. Our tailored content and creative is based on audience research and helps us to personalize our messaging strategy. This improves our engagement with consultants and shows how we support their goals versus simply promoting our products and services.*”



**Robert Benbow**  
Head of Advertising and Social Media,  
Vanguard Institutional Investor Group



**V Vanguard Institutional Services**  
19,450 followers  
[+ Follow](#) ...

As a consultant, you play a key role in the success of your clients' retirement plans. Vanguard will partner with you to help your clients achieve their financial well-being goals.

**Support for consultants from Vanguard Well on Your Way™**

- Dedicated financial well-being partner
- Access to our experts
- Plan well-being consultations

**Vanguard**

\* Vanguard is investor owned, meaning the fund shareholders own the funds, which in turn own Vanguard.

## Theme 3

# The Consumption Shift

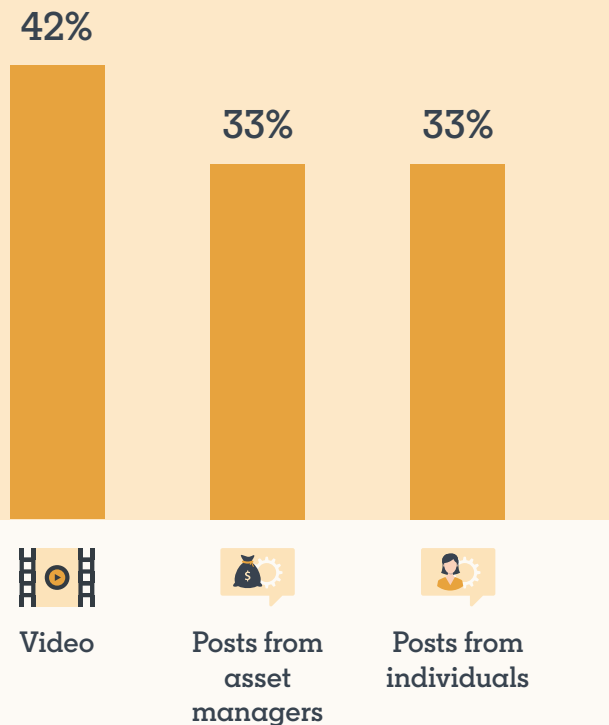


The pandemic reshaped the way institutional investors consume content. Balancing high quality content across a range of informed formats will drive value and results.

# Challenging consumption assumptions

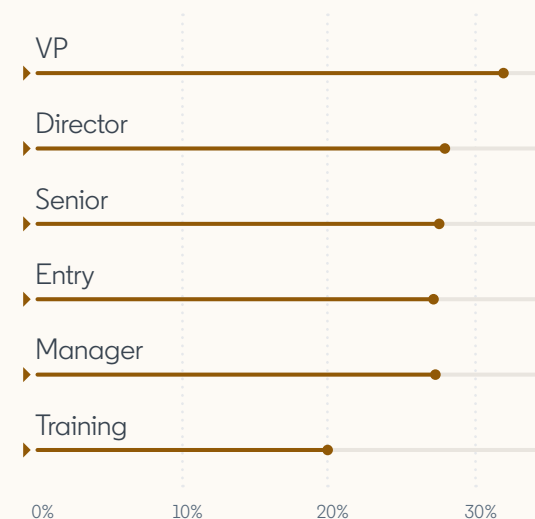
News sites will always be an important information source for institutional investors. But other media sources are gaining in prominence. Using analysis and insights to determine which content formats will land best with institutional investors, while working hand-in-hand with compliance to guarantee quality, will help to achieve cut-through in a crowded marketplace.

Video is the content format which institutional investors are most likely to engage with on social media, followed by posts from asset managers and posts from individuals.\*



LinkedIn insights show that not only does video remain popular, but that senior decision-makers across the industry are the most likely to watch video ads to the end, demonstrating the power of targeted content. Directors and Senior VPs are more likely to finish watching video ads than trainees and entry-level financial services professionals.\*\*

## Video ad completion rate



Source: \*Coalition Greenwich, The Future of Digital Content in Institutional Investing, 2023

\*\* LinkedIn internal data

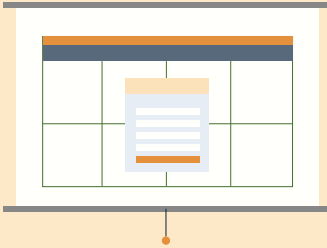
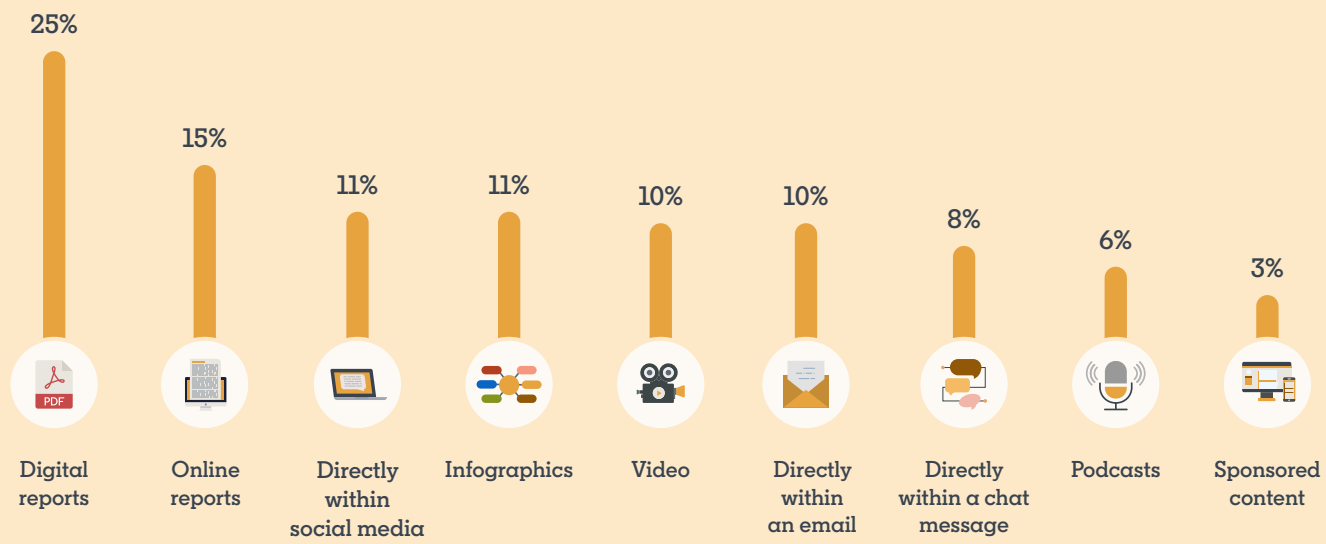


However, while video still performs well among investment professionals, other formats are seeing a surge in popularity among marketers and audiences alike.

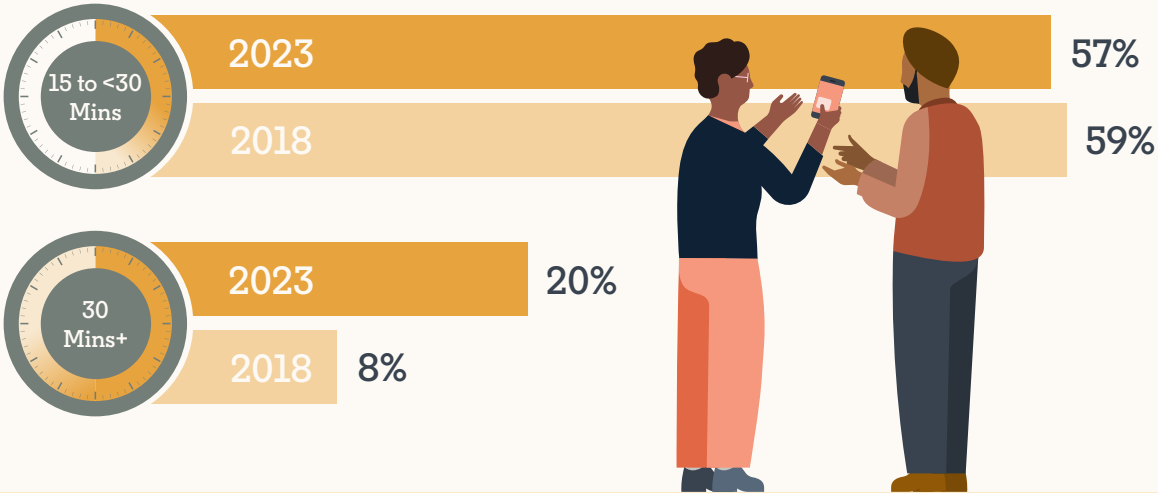
When consuming reserach provided by asset managers, digital reports are cited as the most effective format, followed by online reports.

Source: \*Coalition Greenwich, The Future of Digital Content in Institutional Investing, 2023

### Digital reports are the most effective format for complex content



Post-pandemic, there has been a shift in the way in which we consume content, with institutional investors more willing to read long-form content now than they were five years ago - 20% spend more than 30 minutes consuming a piece of asset manager content, up from 8% in 2018.

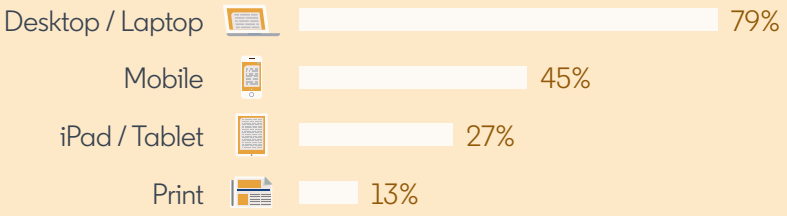


“  
 Success on LinkedIn is not just about getting noticed, but providing relevant and targeted content that meets the complex needs of institutional investors. HSBC’s top performing asset management LinkedIn ad for institutional investors achieved just that, driving differentiation from our competition by showcasing the thoughts of our senior leadership.



Joanna Kalenska  
 Global Head of Marketing & Client Experience, HSBC Asset Management

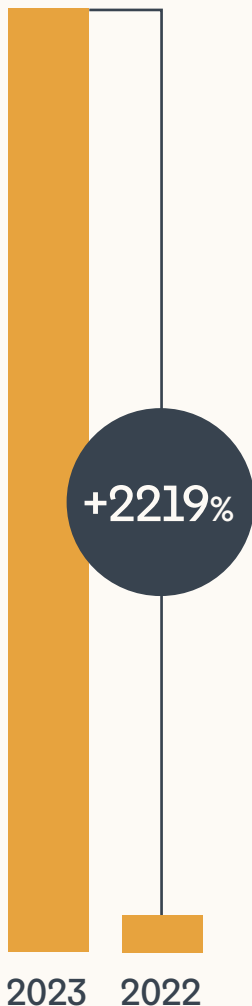
This interest in detailed analysis is supported by the fact that they are more likely to consume content on desktops/ laptops than on mobile or tablet.



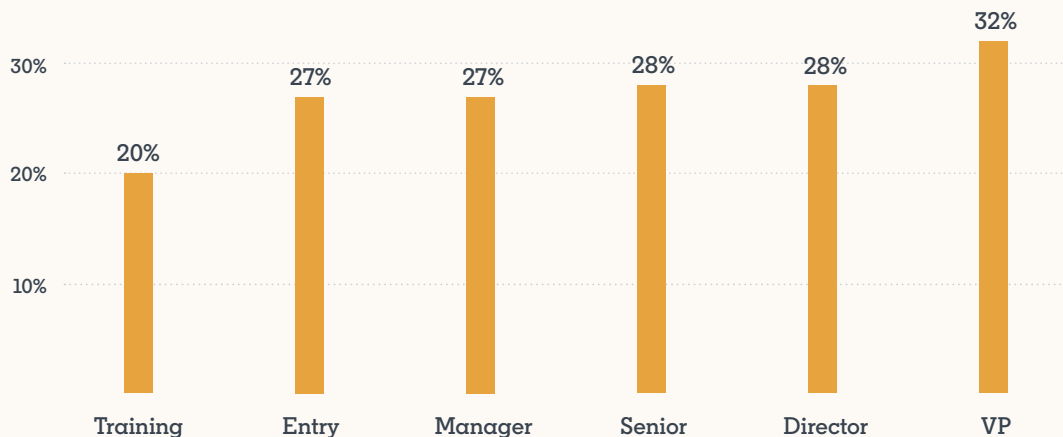
Source: "Coalition Greenwich, The Future of Digital Content in Institutional Investing, 2023

# The rise of LinkedIn Document Ads

Post-pandemic, there has been a shift in the way in which we consume content. LinkedIn Document Ads saw a 2219% increase in use from 2022 to 2023.



LinkedIn Document Ad completion rate



Senior VPs are the most likely group, by job title, to complete LinkedIn Document Ads, demonstrating the need for long-form content to support decision-making, although completion rates across all seniority levels were overall higher than those for video.

Nuveen, a TIAA company, used LinkedIn Document Ads to connect with their engaged audiences.



Source: \*LinkedIn internal data

# Effective data strategies drive success

As well as already having a strong association with marketers' most important consideration - the right audience - LinkedIn's granular level of insights provide marketers with the opportunity to measure individual content assets in granular detail, driving refinement and in turn greater reach and engagement.

B2B marketers became more focused on data during the pandemic when in-person events—a classic way of collecting first-party leads—ceased to be

an option, and they shifted more resources toward digital. Despite a drop in growth in 2023, data suggests spending will hit \$3.91 billion by 2024.\*

Although there has been a recent surge in data from owned channels, marketers using other channels are no closer to a substantially better understanding of customers. All too often, companies' outdated data modelling isn't able to capture these shifts with the necessary granularity and speed.\*\*

*“Volatile markets require clear and consistent communication. But clients today are inundated with information, and it can be hard to cut through the noise. LinkedIn helps us deliver our insights and outlook directly to our audience with their powerful targeting capabilities to ensure we reach our most engaged and valuable audience.”*



Cathy Stahl  
Global Head of Marketing,  
PIMCO



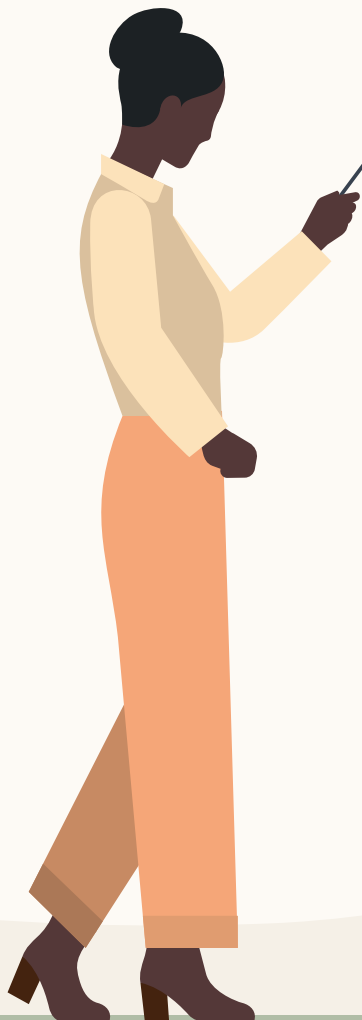
Source: \*<https://www.insiderintelligence.com/content/how-data-will-help-with-b2b-marketing-initiatives>

\*\*<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-big-reset-data-driven-marketing-in-the-next-normal>

# The compliance opportunity

Although social media is growing in importance with institutional investors, 80% still face restrictions on using it from compliance. Engaging compliance specialists with targeted content and learning opportunities to educate and empower them is the key to ensuring that processes don't compromise the content quality and timeliness.

**80%** of institutional investors still face restrictions on using social media from compliance



## Theme 4

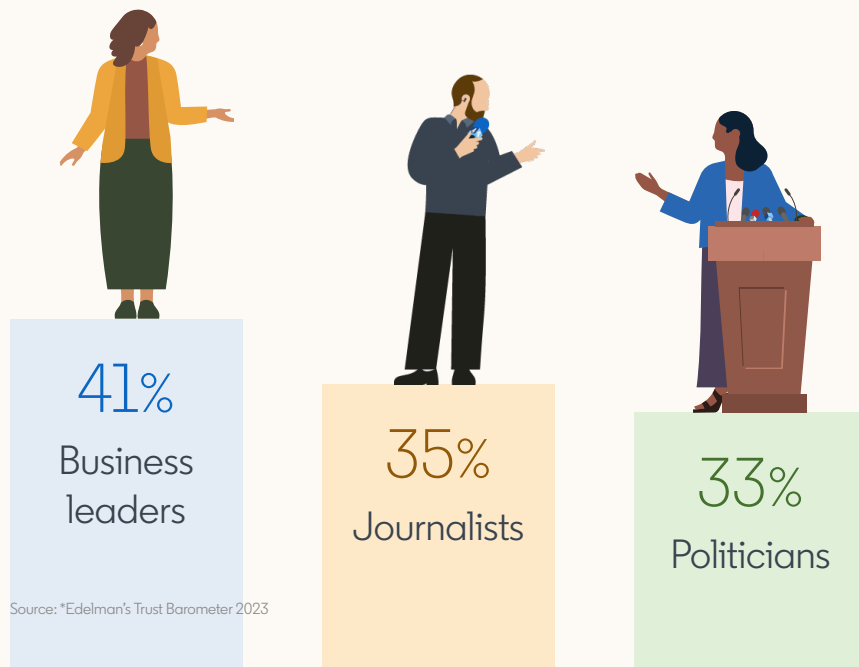
# A Question of Brand Reputation



Proposition-led marketing will continue to drive commercial benefits, but brand reputation is a significant and growing driver for market-making key decisions and positive outcomes.

# In a world of uncertainty, people trust business leaders

In a world of uncertainty, people trust business leaders. 41% of people see business leaders as a unifying force, compared with Government leaders and journalists.



Source: \*Edelman's Trust Barometer 2023

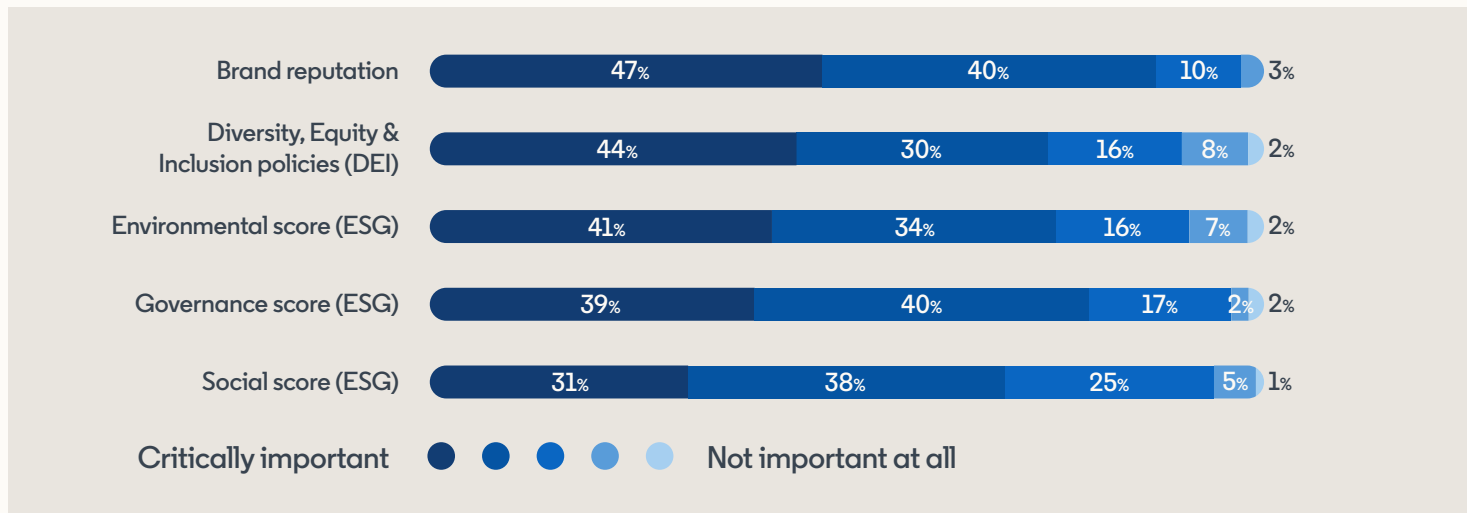


For marketers trying to influence audiences, understanding the role that your own leaders can play in your social media strategy is powerful. 44% of institutional investors determine which content to consume based on the individual that produced it, creating opportunities for business leaders to connect more deeply and influence institutions' investment strategies.



While a history of high returns remains the most significant driver for institutional investors who are making a decision to hire asset managers, brand, culture and the quality of content trails only slightly behind.

In fact, brand reputation rises to the very top in terms of importance when hiring an asset manager, according to 87% of institutional investors. This far exceeds criteria like ESG credentials, proving that investors still gravitate to partners they can trust.



A partnership based on trust will help to mitigate the risk which may be carried by an asset manager with a lesser reputation.

Achieving the status of trusted partner requires a dedicated engagement strategy over the entire buyer journey.

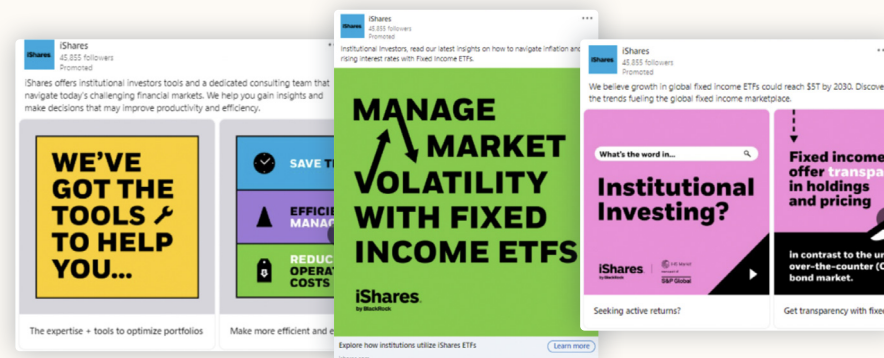


# Driving engagement through awareness campaigns

For brands, controlling their own narrative and creating opportunities to showcase their value proposition and purpose through relevant and accessible content enables them to stand out from the crowd.

Institutional investors are increasingly consuming and using content via digital and social media and LinkedIn is evolving to meet its audiences' very specific needs.

This iShares campaign successfully drove **double-digit** increases in key brand perceptions, and directly lifted brand awareness (Nielsen Brand Lift Study).\*



*“Institutions are highly sophisticated investors and can’t be influenced with traditional advertising. Instead, at iShares we take a content-led approach, providing timely and actionable insights this audience will value.”*



Rob Chedig  
Head of iShares U.S. Advertising & Paid Media, BlackRock

Source: \*Nielsen AdEFX commissioned by LinkedIn. Brand Perceptions and Aided Brand Awareness calculated for September 1, 2022 to December 31, 2022.

## Theme 5

# Content is Still King



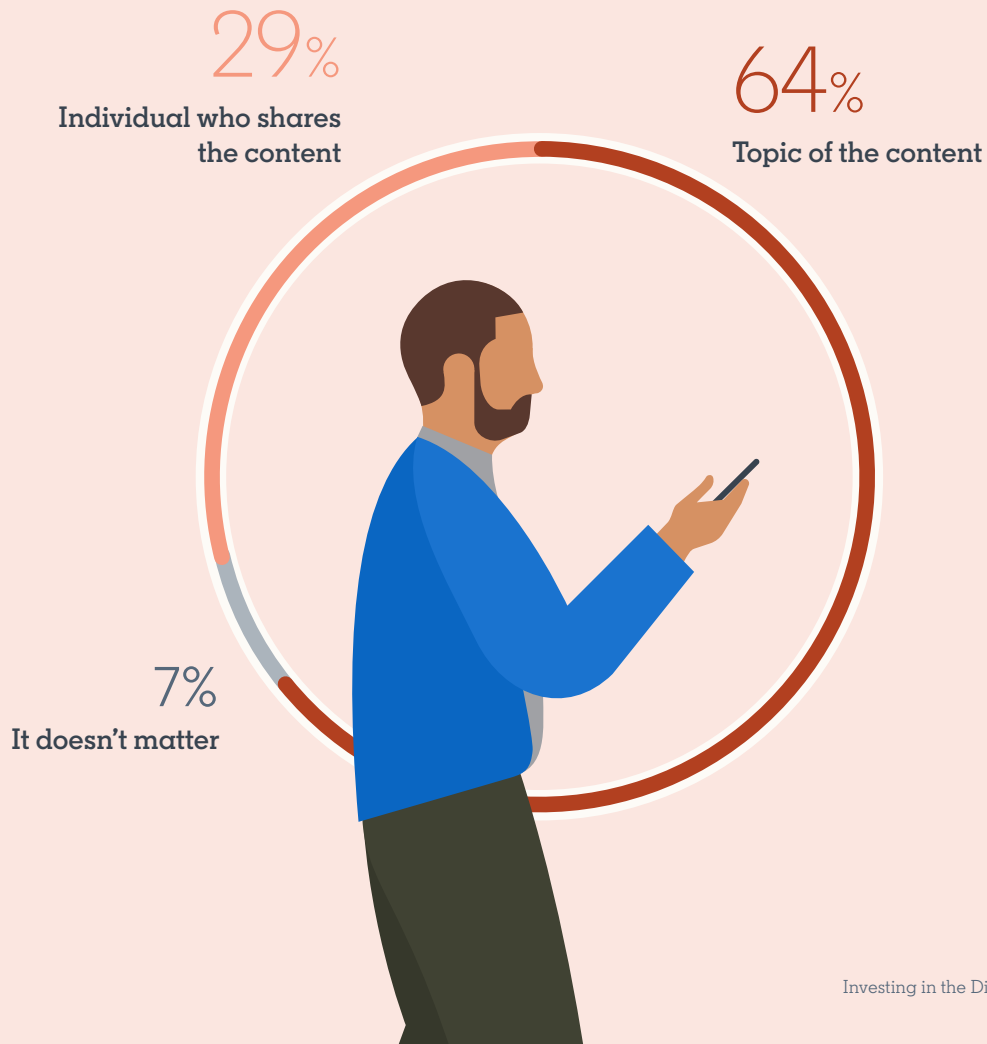
Institutional investor audiences require high quality, relevant, targeted content. Standing out from the crowd, meeting audiences' ever-changing complex needs and helping them to see into the future will drive differentiation.

# Content drives cut-through in crowded marketplaces

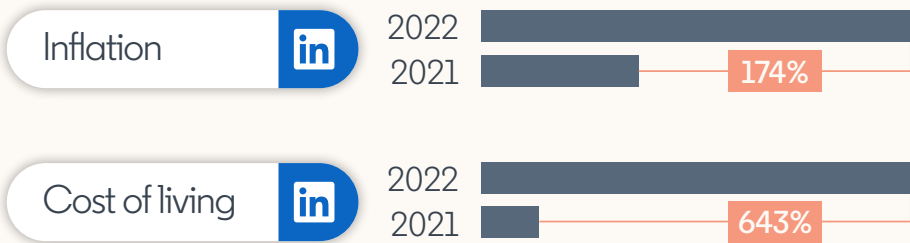
Navigating an overwhelming level of information available in order to settle on the asset management partner who is going to support institutional investors over the long-term remains a challenge. For those who can stand out from the crowd, the opportunities are boundless.

While institutional investors continue to look to brands they trust for content, the topic of the content is far more important than the individual who shares it. Better understanding the needs of your audiences will drive an effective content strategy.

What makes an institutional investor want to read content?

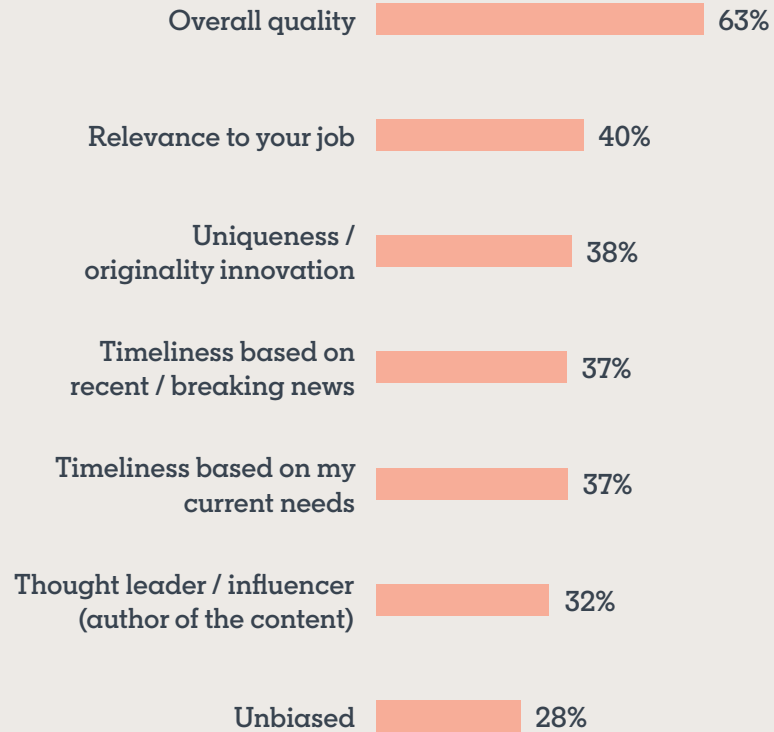


Interest in news-driven content prevails, with inflation and individual stock research content topping the agenda for professionals. The engagement with posts on LinkedIn which mentioned ‘inflation’ increased by 174% year-on-year from 2021 to 2022, soaring to 643% for ‘cost of living’.\*



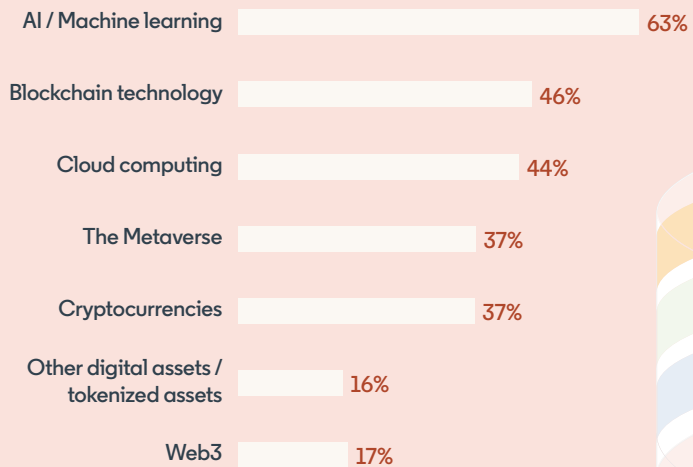
Source: \*LinkedIn internal data

Quality content remains the most important characteristic when consuming asset manager-provided content.\*\*

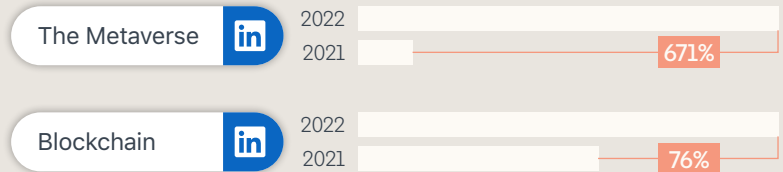


\*\*Coalition Greenwich, The Future of Digital Content in Institutional Investing, 2023

And despite day-to-day pressures, institutional investors are always looking ahead to the “what next?” with 63% expecting machine learning to have the most significant impact on the industry, followed by blockchain technology and cloud computing.\*



‘The Metaverse’ saw the biggest leap in engagement on LinkedIn, with a 671% increase. And while the number of posts mentioning ‘blockchain’ remained consistently high, the percentage jump in engagement was a more modest 76%.\*\*



Staying ahead of the curve from a content perspective remains a key part of brands positioning themselves as thought-leaders.

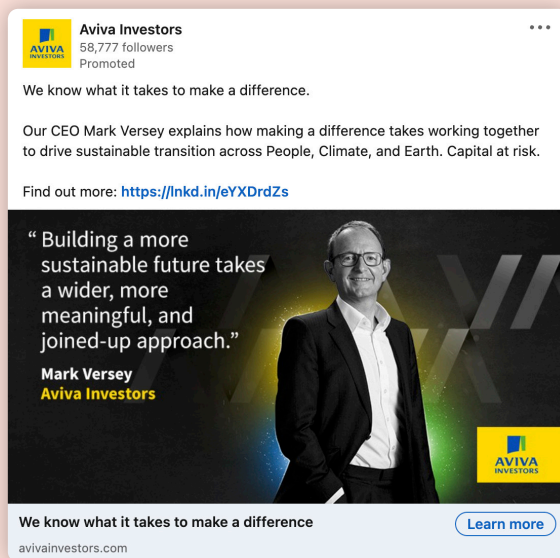
However, above all, institutional investors remain concerned with quality of content, rather than timeliness or originality with 63% citing quality as the most important content characteristic.

Source: \*Coalition Greenwich, The Future of Digital Content in Institutional Investing, 2023

\*\*LinkedIn internal data

# The human connect

Aviva Investors frequently uses CEO Mark Versey to drive engagement on the issues that matter the most to them. Creating a human connect around important issues creates a deeper engagement with audiences.



“

*Investors need to know the people behind our business. Through sharing their insights on LinkedIn, our Executives are not only able to showcase their expertise but speak directly to our audiences with authenticity and clarity.*

*We've been using our voice to drive positive change for five decades – most recently, with our Sustainable Outcomes campaign. LinkedIn has been instrumental in driving our call for responsible investing where it matters the most: to the stakeholders who can help create more sustainable investment solutions fit for the future.*



Mark Versey  
CEO, Aviva Investors



# The rise of the ambassador

Industry perspectives from investment manager Executives are cited as the leading value-add asset manager-provided content, with 26% of institutional investors engaging and connecting with leading voices to drive their own insights and decisions.

In fact, companies are increasingly focusing on content strategies for their leading spokespeople which often sit outside of their core programme. Those who do this most effectively use their Executives as the personality of the organisation as they celebrate their people warmly while sharing insights and thought-leadership.

Building leadership ambassador approaches into brands' marketing strategies is an effective way of connecting with core and new audiences using curated content.



# Investing in your marketing strategy

LinkedIn continues to be a hub for influencers across the Financial Services sector - a place for networking, insight-sharing, community building and inspiration.

While the trends have many applications, our key takeaways are as follows:



1

## Invest in the Digital Age

Evaluating how LinkedIn can drive your marketing strategy will help to create more effective usage.



2

## Apply the Personal Touch

Building brand advocacy through internal audiences can help to deepen engagement.



3

## Capitalising on the Consumption Shift

LinkedIn offers powerful tools and ad formats that enable asset management firms to reach the right audience at the right time.



4

## The Importance of Brand Reputation

LinkedIn is an ideal platform for asset management firms to promote their message because it's built on a foundation of trust and allows firms to reach institutional investors in the right mindset.



5

## Content is Still King

It is likely that decision-makers will engage deeply with high quality content from asset managers on LinkedIn and even take action.



# Conclusion

Connecting with complex audiences by using relevant and timely content to cut through the noise, will help position asset managers as valuable partners to institutional investors.

Formats, topics and the individuals who share the content itself are all important parts of the asset management content experience. But it is only by sharing regular, insightful, high quality information across news and social media channels, that asset managers will succeed in setting up their companies and key spokespeople - the amplifiers of their brand - as trusted experts.

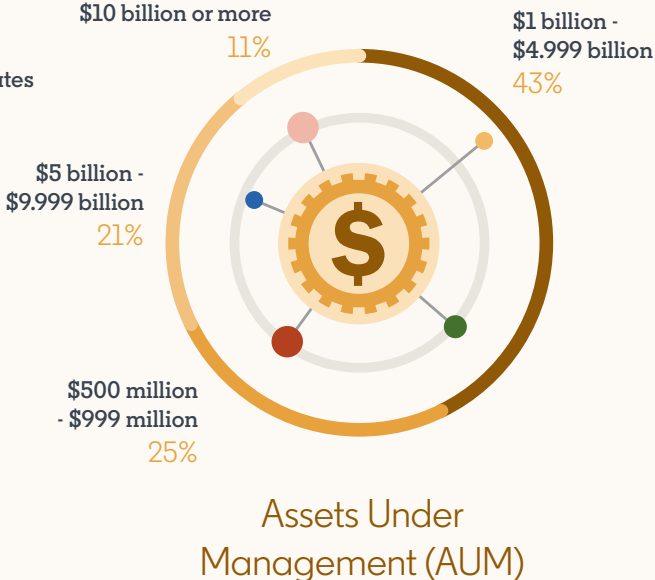
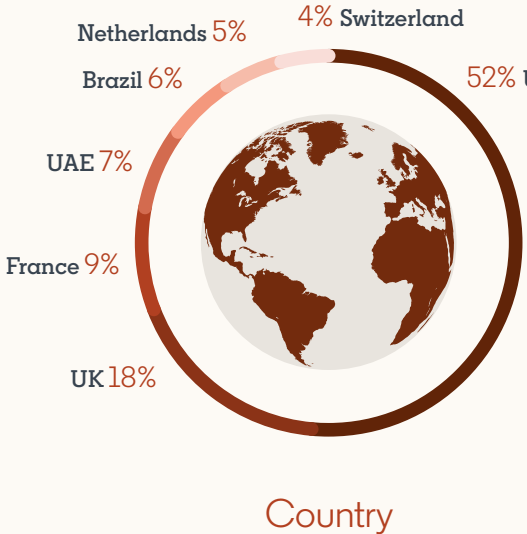
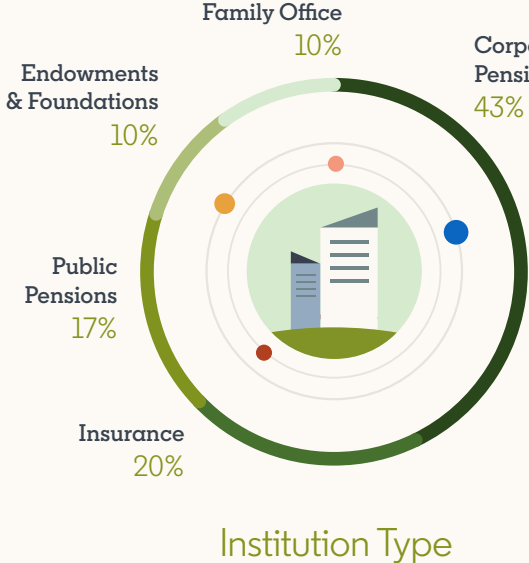
Over time, those who are reading a blog will start downloading a report, attending events and even developing business relationships with individuals. Content touchpoints should never be underestimated. They drive connectivity and trust over the long-term. And trust is of the essence when it comes to choosing a partner to deliver effective risk-managed investment solutions both now and in the future.

LinkedIn is the only platform that can act as an aggregator, conduit, advertiser, thought-leader and amplifier. But only by evaluating your marketing objectives in line with LinkedIn's functionality and proposition will you be able to optimise your brand's strategy to deliver engaging content to institutional investors.



# Methodology and demographics

In Q4 2022 and Q1 2023, Coalition Greenwich interviewed 232 institutional investors located within EMEA, US and Latin America. The study asked senior investment professionals at pensions, endowments, foundations, and unions about their habits and views regarding the consumption of media in the investment process and its impact on investment decisions.



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