

Asset Management Marketing 2011

November 2010

FEATURING...

INSIGHTFUL ANALYSIS:

Most firms, regardless of size, recognize the need to add strategic resources to their marketing organization, with the most urgent needs being data, analysis and segmentation.

and

CANDID COMMENTARY:

"We know we need more staff. It's tough to get approval to hire in this environment, but it's even harder to find marketers with the right mix of skills."

Research Overview & Goals

The FUSE BenchMark Series is a next-generation research service focused on benchmarking and optimization of resources within different functional areas of an asset management firm. BenchMarks are support programs that combine marketing intelligence with a pre-defined methodology for self-assessment to produce a structured approach to decision-making. FUSE provides ongoing evaluations of the implementation process to help ensure that business objectives are realized. The baseline information for the Asset Management Marketing report comes from a detailed survey and series of interviews with Senior Executives in the marketing function. BenchMark Series: Asset Management Marketing, which is produced in partnership with SwanDog Strategic Marketing, will be released in November 2010.

The research goals are:

BENCHMARKING	
Compare your firm to the industry and your most similar peers by firm size, product offerings, and business model	<ul style="list-style-type: none"> • Staffing & Compensation • Budgeting • Organizational Structure

BEST PRACTICES	
Learn what others have done to optimize contributions to firm success	<ul style="list-style-type: none"> • Staff Deployment • Brand Positioning • Use of Existing & New Media

CLIENT EMPOWERMENT	
Implement incisive and actionable guidance to improve efficiency and effectiveness	<ul style="list-style-type: none"> • Gain Organizational Influence • Enhance Cost-Effectiveness • Align Resources with Firm Goals

Key Data & Analysis Featured in the Report

- **Staffing**
 - Size of staff
 - Roles and responsibilities
 - Sources of new staff
 - Training and development of existing staff
- **Organizational Structure**
 - Marketing's role in the organization
 - Marketing department's organizational structure
 - Influence of marketing leadership
- **Compensation**
 - Compensation elements
 - Levels by role
 - Pre- and post-financial crisis levels
- **Functional Responsibilities**
 - Perceived importance within marketing
 - Perceived importance by outside management
 - Resource allocation
- **Budgeting**
 - Budget allocations
 - Discretionary vs. non-discretionary
 - Breakdowns by function & marketing tool
- **Use of Old & New Marketing Tools**
 - Sales collateral
 - Value-added programs
 - Web & social media

ON MARKETING STRUCTURE:

No two marketing organizations look exactly alike. We found that firm legacy as much as anything had a profound influence on both the prominence of marketing in the organization and how the group was structured.

"I worked at a firm where the owner's/founder's mark was everywhere. He was involved in everything from white papers to brochure design to sales campaigns."

"My first employer in the industry had its origins as a B2C direct-marketed firm. Even though they had successfully launched an intermediary fund business, they never did anything by gut. There was always a data-focused rationale behind marketing decisions."

Some of the questions the research will help answer include:

ON THE ROLE OF MARKETING:

80%+ of respondents ranked sales support as the most important primary function of marketing.

"I would like to shift my organization from heavy weighting of sales support to a more balanced approach. True marketing in combination with business strategy can be a source of differentiation in a maturing industry."

What is the role of marketing in the asset management industry?

How does my department's organizational structure compare to my most similar peers?

Do I have the right number of employees?

Am I compensating to attract and retain the right talent?

Which marketing roles are increasing or decreasing in importance?

Do I have the right budget?

Am I optimizing the budget I have?

What is driving new marketing initiatives in the industry?

Am I leveraging and optimizing all the marketing tools at my disposal: web, social media, brand, sales collateral and value-added programs?

What does the future of asset management marketing look like?

And many more.

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About FUSE Research Network, LLC

FUSE Research Network was launched with the view that research and consulting support for asset managers has failed to evolve with the changing needs of the client. The competitive environment of the future will demand that clients make important business decisions within shorter and shorter timeframes.

In order to support clients in this setting, FUSE will provide a dynamic research platform that covers our clients' current and future decision areas (strategic and tactical). Our goal is to become an invaluable business partner through the delivery of highly informed and forward-looking recommendations that are among the critical inputs our clients need to optimize results.

The foundation upon which FUSE is built is as follows:

- Ardent Client Advocacy
- Absolute Candor & Objectivity
- Decision Support Research
- Incisive & Actionable Guidance

About SwanDog Strategic Marketing, LLC

SwanDog is a Chicago-based marketing strategy boutique exclusively serving asset and wealth management. SwanDog works to increase client relevancy through brand strategy development and implementation, contributes to firm growth through marketing program development and helps elevate financial marketers at all levels through training, mentoring and thought leadership.