

NAVIGATING THE EVOLVING MARKETING LANDSCAPE

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Evolving Your Marketing Strategy in a Digital World



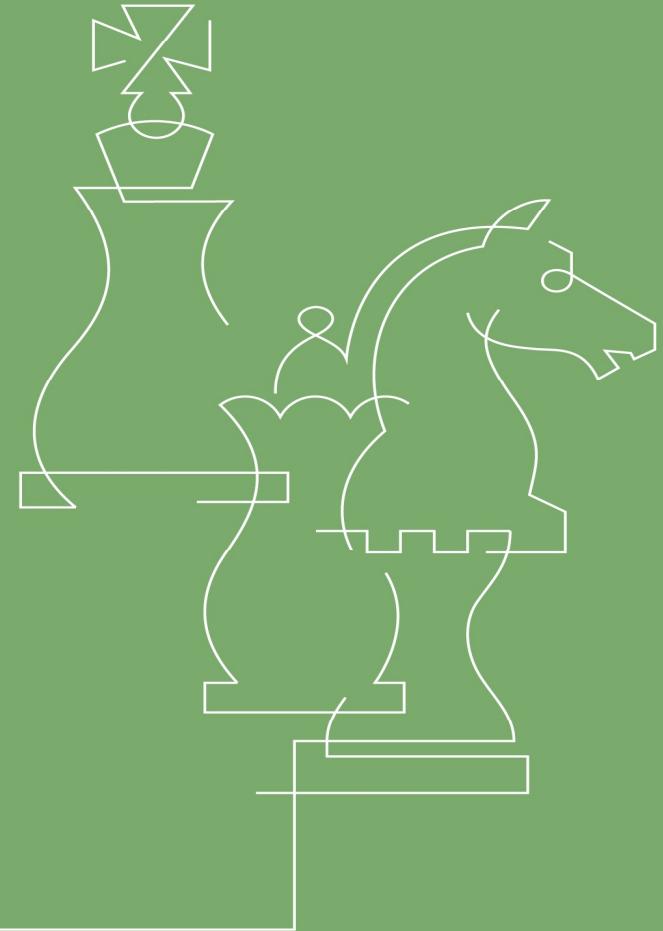
Dominica Ribeiro,
State Street Global Advisors
Head of Institutional Marketing, North America

Over the last two decades, marketing strategies have been evolving from traditional channels to more social and behavioral ones. This shift has brought on several challenges and opportunities to investment management marketing. Here's how institutional marketers can successfully leverage the benefits of both strategies in this ever-changing environment.



Evolving Your Marketing Strategy in a Digital World

Dominica Ribeiro
State Street Global Advisors
Head of Institutional Marketing, North America



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A world gone digital...

80% of business decision-makers prefer to get company information in **a series of articles rather than via advertisements**

Adding **social media sharing options** to emails may increase CTR by **158%**

71% of consumers say that **videos give them a positive impression** of a company

58% of consumers consider companies that produce video content **to be more trustworthy**

Content marketing **costs less per lead** than outbound marketing by **62%**

78% of consumers believe that organizations **providing custom content** are interested in building good relationships with them

Sources: Impress: Top 3 Digital Marketing Trends for 2016; Inc.: Digital marketing in 2016: What to Expect

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Knowing your audience...

20% of marketers are currently implementing **behavioral email marketing**

39% of marketers are planning to use **behavioral email targeting**

48% of consumers start their inquiries on **search engines**

26% of consumers inquire within **mobile applications**

78% of CMOs think **custom content is the future of marketing**

67% of **SEO market share is held by Google**

90% of consumers find **custom content useful**

Sources: Adestra: Tenth annual Email Marketing Industry Census; Marketo: Digital Marketing 101; Salesforce: 25 Content Marketing Stats to Jumpstart Your Efforts

Traditional marketing tactics are still relevant...

75% say **in-person events are most effective** for B2B marketers

57% of **B2B marketers are still using print or other off-line promotions as part of their marketing strategy**

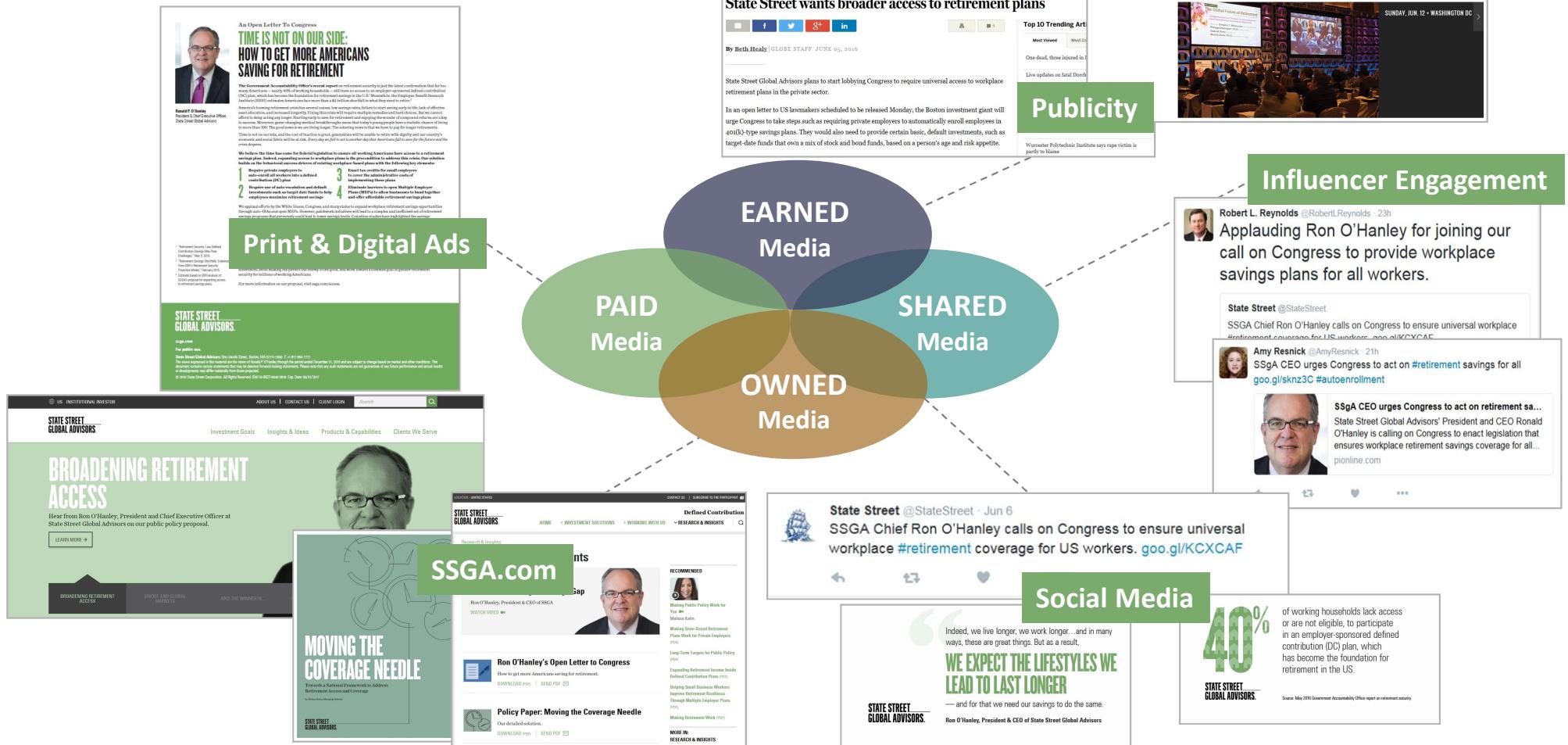
56% of customers find **print marketing to be the most trustworthy** type of marketing

48% of people **retain print for future reference**

83% of marketers have an event program with **lead generation being the top goal**

Sources: Top Rank Marketing: 140 B2B Content Marketing Statistics for 2016; DMR: 1- Print Marketing Statistics You Should Know; BtoB magazine: State of Event Marketing, July 2011

Success with digital and traditional...



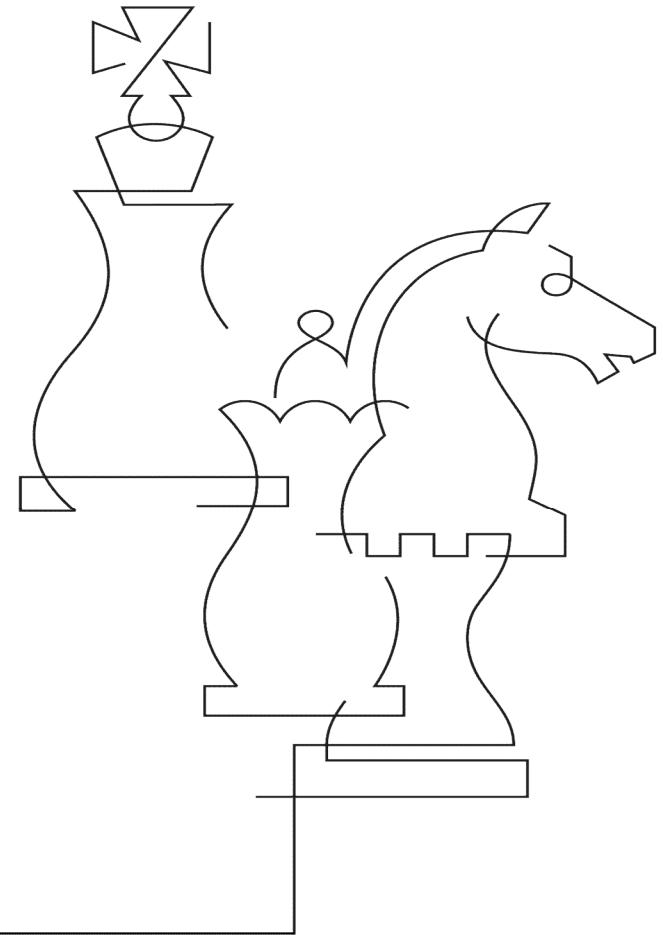
What are the top two digital tactics being used at your firm?

- Roundtable discussion – identify one presenter per table
- As a table, discuss the variety of digital tactics used at your firm
- Identify the top two digital tactics
- Each presenter shares top two tactics
- What is trending
- Thoughts and perspectives

Key takeaways

- Create an integrated marketing plan using both digital and traditional strategies
 - Align messaging across the organization
 - Have a robust content marketing strategy
- Make it impactful; time to market is key
 - Align your go-to-market strategy
 - Optimize all forms of media
- Take a targeted, customized approach
 - Know your audience and their preferences
- Track and measure
 - Overlay marketing activity with sales outreach
 - Measure ROI

Questions?



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