

# The Important Role of Marketing to an Asset Manager's Long-term Success

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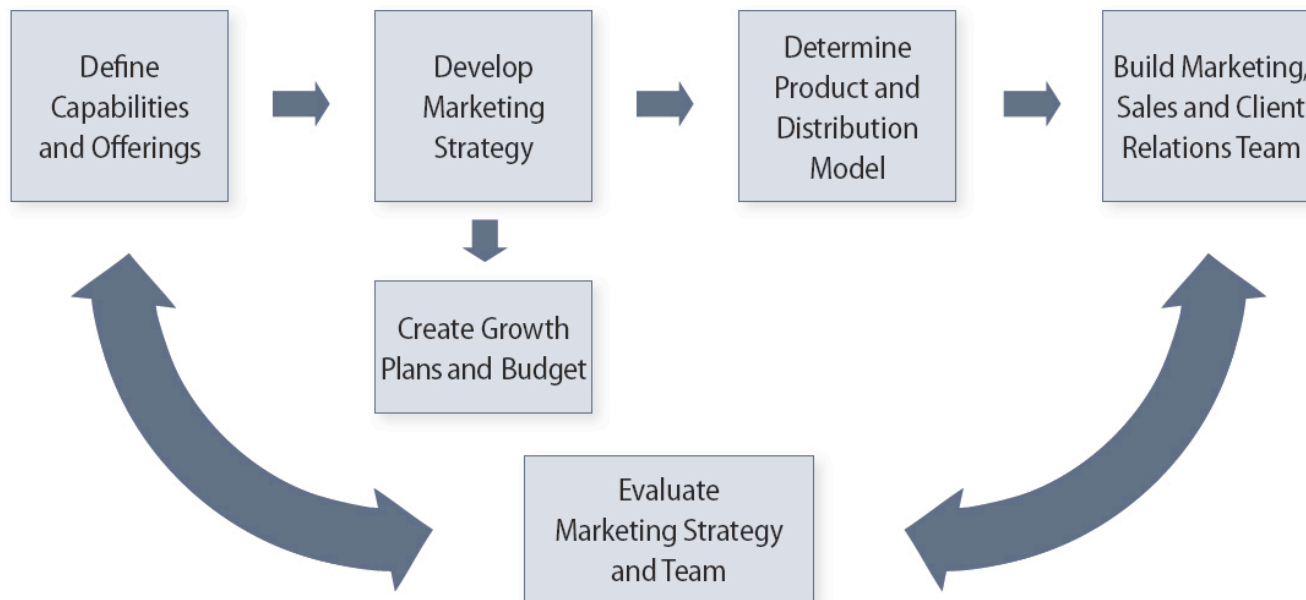
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# Role and Importance of Strategic Marketing

- Strategic marketing is:
  - Articulated in a well-crafted plan
  - Sound guide for establishing and growing an investment firm
  - Disciplined yet fluid to accommodate firm's specific needs and dynamic marketplace
  - Designed to prevent or minimize impulse decisions
  - Regularly assessed; firm's results must be measured against targets and benchmarks

# Process: Disciplined and Flexible

- Process to build marketing team, strategy and plan is disciplined with built-in flexibility



# Define Capabilities and Offerings: A Firm's Core

- Firm's capabilities and offerings stem from **investment philosophy**, which must be:
  - Clearly articulated inside *and* outside firm
  - Understandable and repeatable
  - Solid foundation from which strategies and offerings are developed
- Firm's brand—who it is and what it offers—evolves from soundly defined capabilities and offerings

# Develop Marketing Strategy: Well-constructed Guide for Firm

- Marketing strategy and plan can propel firm from good to great
- SWOT Analysis is useful tool:
  - **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats
- Elements of plan:
  - Firm's strengths and weaknesses; overall risks to plan's success
  - Marketplace environment
  - Product growth and retention projections
  - Necessary resources to achieve goals
  - Sales and marketing functions

# Guide to Develop Marketing Strategy

- Comprehensive yet streamlined guide:
  - What is firm's focus?
  - Who is firm targeting?
  - Why choose firm?
  - How to measure firm's success?

<b>WHAT</b>	Investment menu, philosophy and process
<b>WHO</b>	Target market and clients, which may be organized by areas of specialty including: <ul style="list-style-type: none"><li>▶ <b>Channel:</b> Such as institutional or intermediary</li><li>▶ <b>Segment:</b> Such as pension fund or insurance company</li><li>▶ <b>Geography:</b> Such as U.S. or Global</li></ul>
<b>WHY</b>	Competitive advantages, solution selling (identify the way investment offerings fit within the clients' portfolio context)
<b>HOW</b>	Short- and long-term plans for gaining and retaining clients, and baseline assessments of key metrics

# Evaluate Marketing Strategy: Continuous and Critical

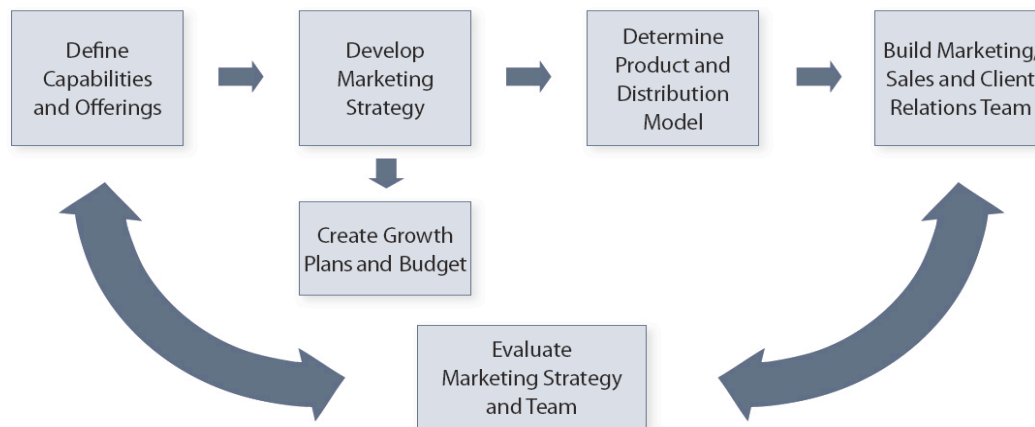
- Continuous evaluation is key to ensure firm is on right trajectory:
  - Analyze marketing plan, and growth plans and budgets
  - Review assets and clients under management
  - Evaluate product menu and distribution channels
  - Consider marketplace trends and competition
  - Implement a client relationship management system

# Build the Marketing Team: Strategic, Thoughtful Process

- **Marketing Function:**
  - Execute marketing strategy
  - Support sales
- **Considerations:**
  - Production-oriented vs. Strategic positions
  - Full-time hires vs. Outsourcing

# The Process in Review

- The Process is:
  - Disciplined yet flexible
  - Designed for new and established firms
  - Useful to develop a new marketing strategy or review an existing one



# Conclusion: Why Strategic Marketing?

- Strategic marketing is:
  - Crucial in “new normal” environment; investment performance no longer enough for success
  - Articulated through well-crafted plan to help managers reach goals
  - Guides firms toward stated objectives; only as strong as continuous assessments of results against benchmarks and goals
  - Designed to propel firms from good to great

*Complimentary* white papers on this topic available at  
[www.margolisadvisory.com](http://www.margolisadvisory.com):

**Inside a Successful Investment Management Firm:**  
Building a Premier Marketing, Sales and Client Relations Organization  
(Papers 1 and 2)

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