



PRESS RELEASE

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Asset Manager Usage of Social Media Up 240% Over Last Year
One of the Many Findings in the 2nd Annual FUSE/SwanDog Marketing BenchMark Study

Needham, MA, July 19, 2012 - FUSE Research Network and SwanDog Strategic Marketing are excited to announce that they have concluded the research and analysis phase for the 2012 version of their comprehensive marketing benchmark study of the asset management industry. The study is slated for release in August 2012.

Since social media is a hot-button topic among asset managers, the research report has placed emphasis on the subject. Overall, 58% of the respondent firms participate in social media in some capacity, which is up nearly 240% from the research FUSE and SwanDog conducted in 2011.

	AUM < \$25B	AUM \$25B - \$100B	AUM \$100B+	All Firms
% of Firms Engaging in Social Media	67%	44%	64%	58%

It is notable that the smallest firms among the survey group have been the greatest adopters of social media. The ease and relatively low cost of entry have enabled firms of all sizes to participate in social media on a level playing field.

"Firms' social media drivers have been to engage advisors, increase brand awareness, and drive traffic to their website," noted Neil Bathon, Founder of FUSE.

Conversely, customer service, engaging investors, and promoting specific strategies or products ranked at the bottom of the survey group in terms of social media objectives. In fact, 100% of the respondent group ranked customer service at the bottom of the list of social media strategy objectives.

"Twitter and Facebook were the clear leaders in platforms utilized by our survey group. Nearly three-quarters of the respondents with an active social media strategy have integrated Twitter, while nearly two-thirds are using Facebook," said Dave Swanson, Founder and Managing Partner of SwanDog.

Social media is just one segment of the FUSE/SwanDog research. As with their original groundbreaking study, *Marketing 2011: Re-Think, Re-Tool, Re-Engage*, this year's study will provide an in-depth look at the structure and processes of asset managers' marketing organizations, including budgets, headcounts, compensation, time management and resource allocation as well as insights on how marketing's role is evolving with the industry. The study is organized by firm assets under management in order to enable marketing leadership to compare their organization to others of similar size and to the industry as a whole.

"We developed the initial study in response to growing demand from asset managers to learn how their marketing organizations stack up against their peers'. The feedback has been



overwhelmingly positive," stated Bathon. "This year's study will not only provide year-over-year updates, highlighting seismic and subtle changes in the way marketing units are operating, but will also include an expanded section on social media strategy, usage, and process – topics of great interest to our clients."

"The increased competition in the industry is creating additional marketing challenges and many firms are struggling with how best to allocate their resources in this environment," added Swanson. "This study provides marketing executives at asset management firms with valuable insights on how the marketing function is evolving across the industry, trends that are emerging and opportunities that exist for marketing to enhance its value and effectiveness going forward."

To learn more about the FUSE/SwanDog 2012 Marketing BenchMark study, please contact Jason Heinhorst with FUSE Research at 720-221-5223 or jheinhorst@fuse-research.com.

About FUSE Research Network

FUSE was launched in 2008 with the view that research and consulting support for asset managers has failed to evolve with the changing needs of the client. The future competitive environment will demand that clients make important business decisions within shorter and shorter timeframes.

In order to support clients in this setting, FUSE provides 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. Learn more about FUSE by visiting us at fuse-research.com.

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. Learn more about us at SwanDog.com.

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