ProFundCom

raising assets with marketing automation

2025 FUND MARKETING OUTLOOK REPORT

The fund world has spoken. From our survey, see how industry professionals view the effects of digital platforms on common challenges from lead generation to analysing data.

PROFUNDCOM
Provides marketing automation for:

Dynamo Software

FolioMetrics

Backstop Solutions

salesforce

Satuit Technologies

Microsoft Dynamics 365

FOREWORD

WHERE SHOULD MARKETING PRIORITIES LIE?

2024 has been an exhilarating time for digital fund marketing. We've all witnessed the rise of online personalisation, AI's status from talk-of-the-town futurism to a widely used automation tool, and moves from multiple platforms to single, consolidated sources of investor data.

But just because we read about these fast-paced moves occurring, a different story can often be told when we ask the industry. Just how applicable are new digital marketing tools? Are they *actually* assisting funds to engage existing and new investors to boost assets under management?

This is why, a few months ago, we posed a series of questions to investigate exactly how professionals on the floor have taken on such challenges as demand generation, content creation, and finding, nurturing and converting leads. We heard from marketers, investor relations, partners, and more, and the results often gave drastically varying accounts of what was working.

It's tough out there to shift fund marketing to suit new consumer bases using sophisticated platforms and navigate the ever-changing digital landscape. That may be why there's still a gulf between investing in technology and eventual ROI.

We hope this survey identifies areas for further consideration (and some helpful solutions) as we head into the new year. Until then, let's delve straight into the results and continue surging forward!

Paul Das
CEO
ProFundCom

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INTRODUCTION /

KEY INSIGHTS

SNAPSHOT: 5 MAJOR FINDINGS

An overview of the 2025 report's most pertinent and surprising results.

Now, let's get more into the specifics and assess what these numbers say about the wider fund marketing landscape...

01 UNDERSTANDING THE SURVEY PARTICIPANTS

WHAT IS YOUR TOTAL AUM?

Our respondents represent a fairly wide cross-section of the investment world, made up of smaller boutique firms to larger asset management houses. More than half represented firms managing under $1 billion in assets, but the other 45% or so comprised a near-even split between employees at institutions valued between $1 billion and over $10 billion.

Commentary

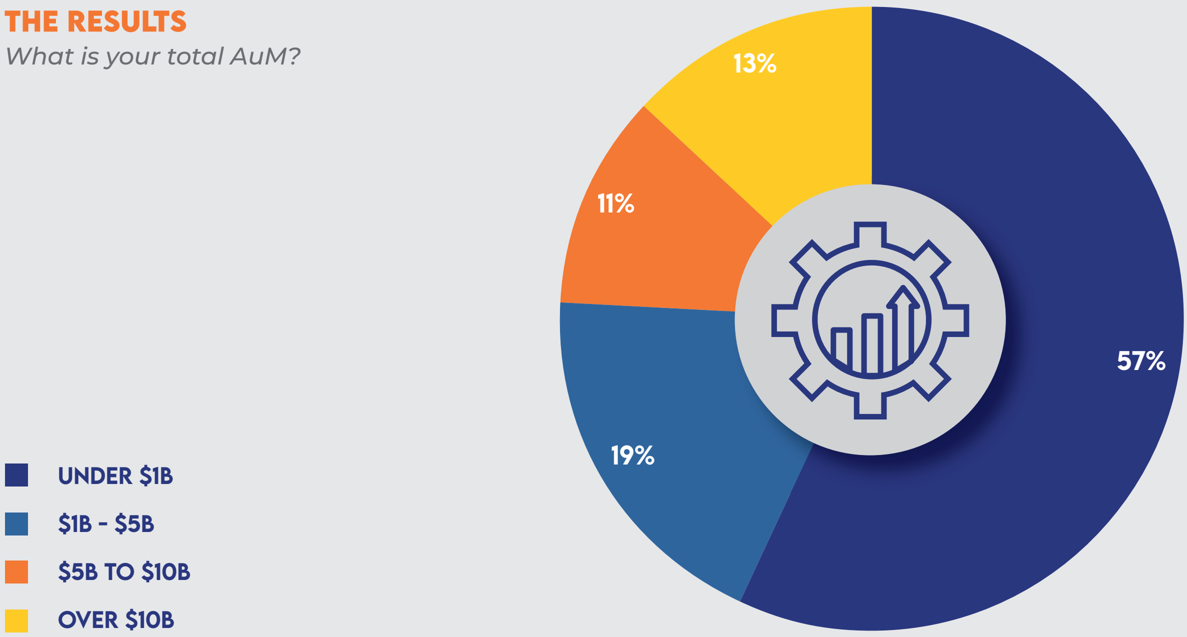
As the majority of the respondents hail from smaller funds (relative to the overall field), this shows their commitment to leading their fund marketing with a mostly digital approach.

Marketing is of course important to asset or investment managers, hedge funds, mutual funds and their counterparts of all sizes – they all rely on consistent brand awareness and outreach to increase their business. But despite disparities between the total money they manage, digital marketing platforms have levelled the playing field for increasing engagement without needing to break the bank on expensive corporate event sponsorships or high-end lunches for first meetings.

Particularly in the current environment where budget pressures are being squeezed, smaller funds are looking to 'work smarter, not harder' with cost-effective solutions to maximise the efficiency of their marketing operations and strategic plays, particularly online.

THE RESULTS

What is your total AuM?



WHAT IS YOUR ROLE?

The job titles of respondents show a near-definitive quarterly split. Interestingly, the views of Business Development professionals were represented the most (at just over 26%), while responses from Partners and Heads of Distribution were tied. The final quadrant comprised a mix of Marketers, Investor Relations team members, or those with Other fund roles.

Commentary

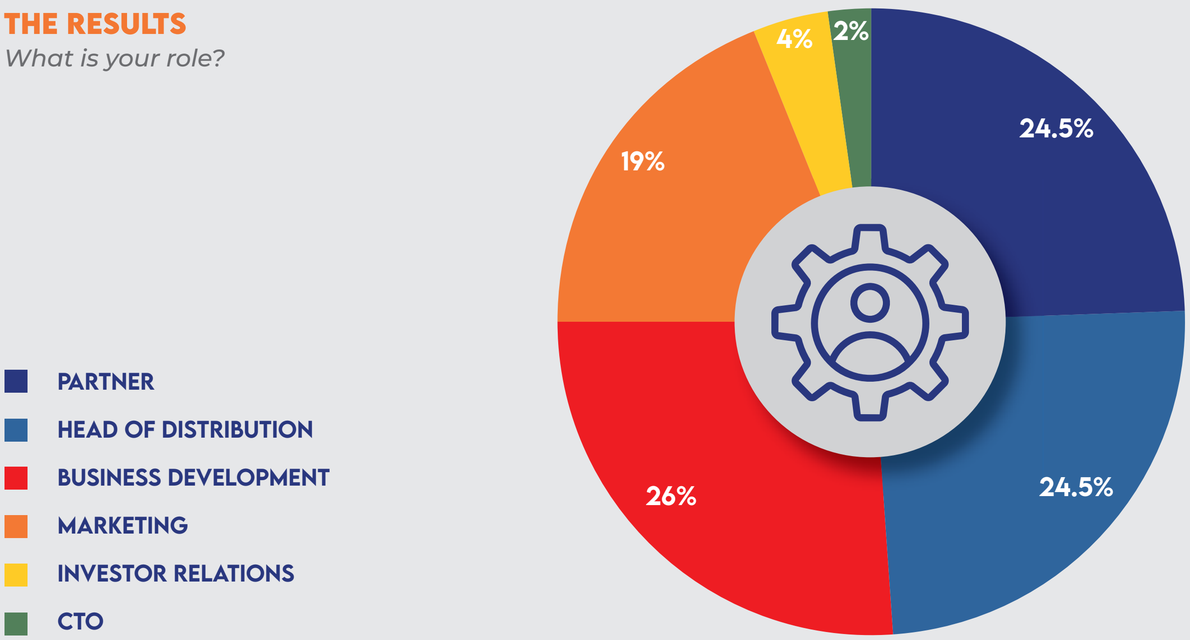
While ProFundCom's platform is aimed at the fund marketing function, that whole operation can comprise multiple faculties that assist in the shared goal of increased AuM. That is showcased here, whereby sales professionals comprise most of our respondents, the key client-facing role that looks to understand the needs of investors.

Of course, this is a major part of piecing together a go-to market strategy for retaining existing investors or finding new ones: knowing preferences through trusted relationships and data build an accurate picture of how a fund can assist in achieving their financial needs. Partners are also heavily involved in using prospective investor data housed within marketing platforms to analyse business risk or support decision-making for raising assets.

With every modern fund utilising a range of digital channels split across its multiple departments, this identifies the importance of alignment, planning and streamlined operations for investor engagement.

THE RESULTS

What is your role?



02 CHALLENGES IN LEAD GENERATION

HOW CHALLENGING IS IT FOR YOUR FIRM TO CONSISTENTLY GENERATE HIGH-QUALITY LEADS THAT CONVERT INTO INVESTORS?

Converting the highest quality potential leads into fully-fledged investors remains one of the trickiest ventures for fund marketers. Here, only a tiny pool of survey respondents deemed the practice not particularly challenging, or not challenging at all – just over a mere 5%. For the remaining 94%, the problem of finding consistent new business through marketing means ranges from somewhat to extremely challenging, representing a large-scale hurdle.

Commentary

Despite finding new investors being a cornerstone of fund marketing operations, it's never as simple as spamming multiple inboxes hoping that a one-time website visitor will decide to place their money with you. Many firms struggle with implementing SEO research, blowing budgets on pay-per-click adverts, or posting blog posts with little resonance to their customer base. Some experiments work, and some do not. Qualifying leads involves strategic decisions informed by data analysis.

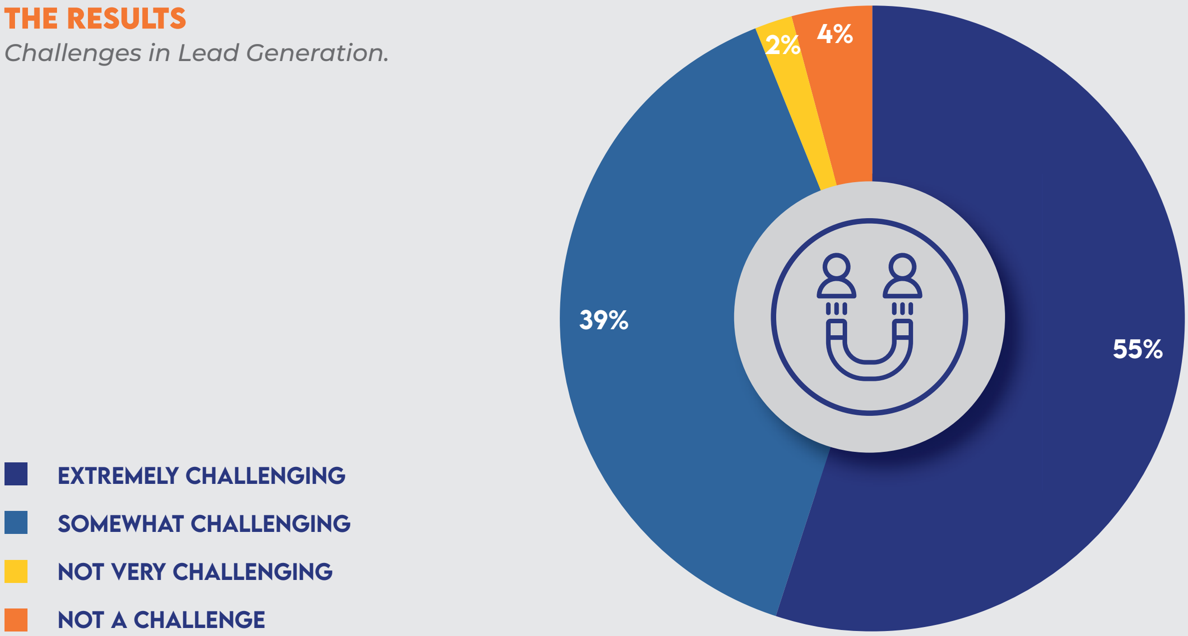
Lead generation entails gaining trust over time, where financial sales cycles are notoriously long-winded. From the start of the funnel (brand awareness) to creating a pipeline of interested parties for the sales team, a fund's 'ideal' investor can join a buyer journey at any stage from any digital channel. The path involves a curated set of calls to action, email sequences, blogs, video content and more to draw them in from every angle.

It's tough to manage touchpoints from every platform to nurture investor appetite. Spreading outreach across multiple channels may work to get a fund's voice out there, but it's tougher to centralise intel to create a picture of which investors are worth calling. Cutting out the noise from inefficient platforms is not easy when some investors may be very active there. Consistency is difficult when what works for one targeted campaign does not work for another.

This identifies why investor data is invaluable. From their independent extensive research (B2B buyers usually take between 7 to 11 touchpoints to adhere to a firm's messaging), funds can identify their demographics, online activity and communication preferences, then personalise marketing materials to their inbox or preferred channel, guiding them toward an investment that works best for them at that time.

THE RESULTS

Challenges in Lead Generation.



03 EFFICIENCY IN LEAD MANAGEMENT

HOW SATISFIED ARE YOU WITH YOUR CURRENT TOOLS AND PROCESSES FOR MANAGING AND NURTURING LEADS?

Considering the troubles associated with generating potential investors, there's a more positive outlook regarding the nurturing stages, once leads are found. Indeed, at least half of those surveyed (a little over 50%) claim to be somewhat satisfied with the platforms and processes they have in place to sequentially market to investors, while some 13% were very satisfied with their tools to hand. It can't be ignored, however, that over a third are not as confident in their lead management efficiency.

Commentary

These varying results question whether nurturing challenges are down to the quality of the identified leads, the effectiveness of tools being used to track interactions, or how well streamlined fund marketing teams are in their responsibilities to engage them.

If efficiency is going well, each of these factors likely influences the other. A centralised platform (such as a customer relationship manager, CRM) can integrate with other channels – email, social media, and a website's landing pages and forms – using automations to gather real-time updates according to investor actions. It can then categorise interested users, and inform fund marketers or IRs of the highest-value leads to focus on. It can be assumed that those highly satisfied here have adapted their tools to identify these ideal persona bases most easily.

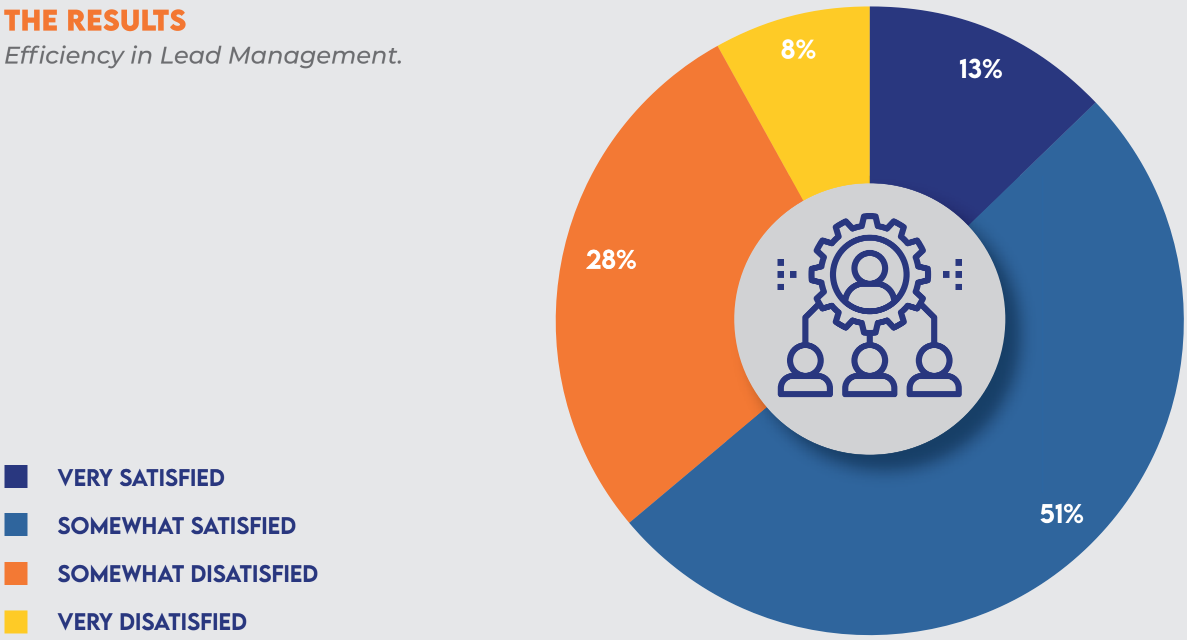
As we have found in our research, with every new tool comes 15% less efficiency. Doubling down on those that streamline valuable lead tracking is paramount for marketers to determine who to target with drip campaigns.

Email is still heavily favourable to investors, where financial services companies can achieve around a 5.8% conversion rate through well-choreographed nurture sequences. CRMs are powerhouses that, when set up correctly, can make lead scoring and qualification quicker and simpler.

Efficiency comes down to the practice as well as the platform. A resolute nurture strategy focused on combining the best tools for the job can automate content outreach around the clock without manual interference.

THE RESULTS

Efficiency in Lead Management.



04 DATA AND INSIGHTS

HOW CONFIDENT ARE YOU IN YOUR ABILITY TO TRACK, ANALYSE, AND UTILIZE MARKETING DATA TO INFORM DECISION-MAKING?

It seems that most respondents agreed about their satisfaction level in putting quantitative investor data into action. Confidence of varying degrees is expressed by almost two-thirds (64.15%), with around 20% remaining fairly uncertain in their analytical processes. A smaller contingent of 15% are not at all confident, highlighting gaps in either the data tracking phase or the ability to adapt marketing plans to achieve greater AuM.

Commentary

Marketers and distribution professionals are not just tasked with putting together great-looking factsheets these days. The field of data science has never been more prevalent, and has to be implemented at a fund to identify whether nurture sequences are appealing to investors, fuelling sales and proving marketing attribution to the C-suite.

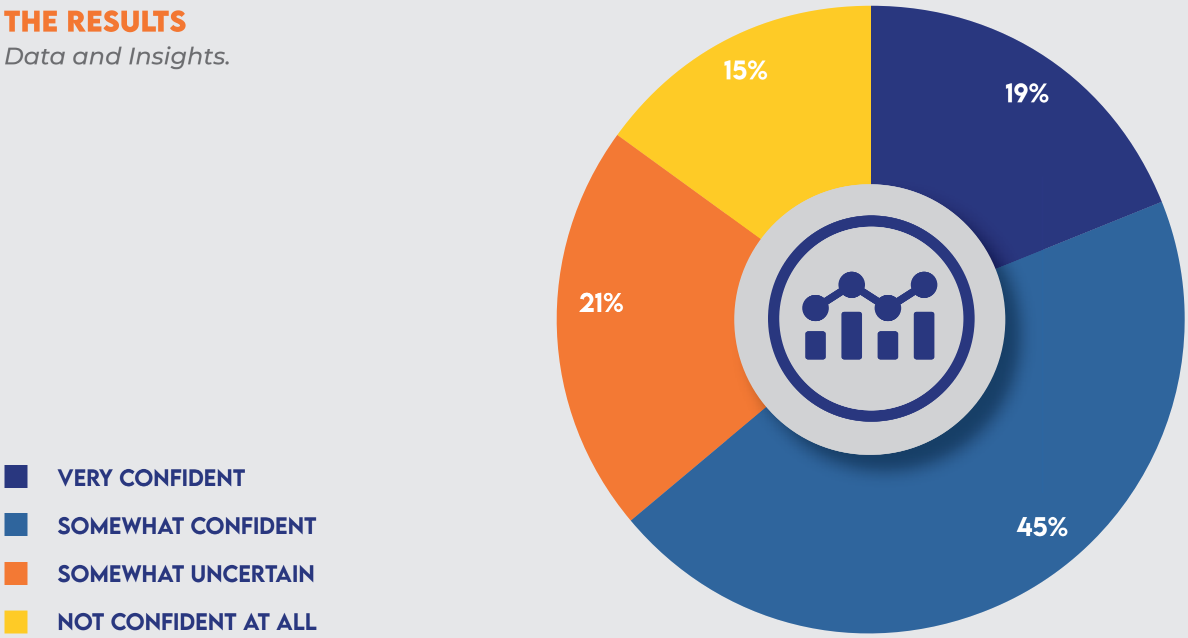
All the talk of artificial intelligence is key to digital marketing as its data processing powers (segmentation, contextualising, sense checking for compliance etc.) are second to none. But of course, this automation can cause some uncertainty if not used in its proper capacity.

There's a lot of data out there, so it needs to be stored correctly, in one place. It also needs to be more granular and specific. Successful fund marketers outline which information they need to boost their assets, for example charting marketing efforts in line with fund inflows, campaign performance comparisons or competitor analysis. A fun dashboard may look nice, but if it isn't displaying clear upticks or downfalls in marketing performance for a whole team to improve upon, is there any point to them?

Data is the most important 'oil' for investor-centric marketing, helping to personalise and re-iterate great campaigns to wider audiences. When 83% of people are willing to share their information for greater digital experiences, fund marketers must take advantage.

THE RESULTS

Data and Insights.



05 MARKETING AUTOMATION USAGE

DOES YOUR FIRM CURRENTLY UTILISE A MARKETING AUTOMATION PLATFORM?

We champion automation platforms at ProFundCom, with this particular question piquing our interest in how readily they are used in the fund marketing context. As the results show, the audience is completely split between those that have taken to one, and others that have not. As shown by the slightly greater number not utilising these tools, any indication of widespread usage for automated software is not as much as previously believed.

Commentary

A lot of the troubles we see around operational efficiency and the extraction of high-quality investor data may be due to the lack of automations. Of course, as indicated in its name, automations run independently of manual oversight (after initial set-up), leaving marketers to focus on strategic or creative GTM solutions.

Businesses that have used an automation platform, whether for sending email nurture sequences or for gathering preference data, have experienced a 451% increase in qualified leads.

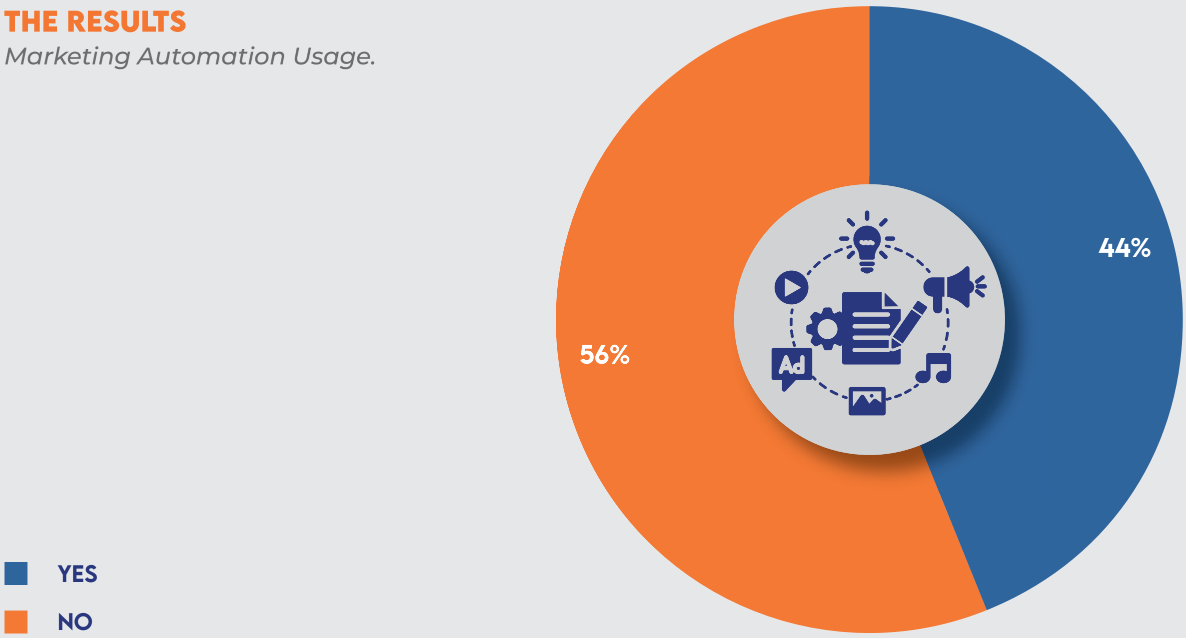
Understandably, despite the advantageous aspects of this software, there are multiple reasons why fund marketers are hesitant to make them part and parcel of their current strategies:

- Digital transformation moves fast, and it requires a learning curve to implement, adjust, and tweak automations to get the most out of them – it's not a 'quick win'.
- Marketing technology can be costly in tough economic times.
- Choosing an automation to solve a specific and immediate industry challenge may feel like finding a needle in a haystack, without much research time available to marketers.

When integrated with CRMs, websites, subscription centres and more, automations should exist to provide more value than the work taken to implement them. Adoption will hopefully increase, and therefore confidence in the digital tool that makes capturing data or distributing personalised content that little bit easier.

THE RESULTS

Marketing Automation Usage.



06

HOW WELL DO YOUR MARKETING PLATFORMS SYNC?

HOW EASILY DO YOUR MARKETING PLATFORMS INTEGRATE WITH EACH OTHER?

Speaking of these integrated platforms, how well are funds using them as a united marketing force? Almost 70% of respondents report their integration working well, or at least quite well, which is an encouraging sign for how platform synchronisation has been prioritised by most. The remaining 30% are instead without any integrated means at all.

Commentary

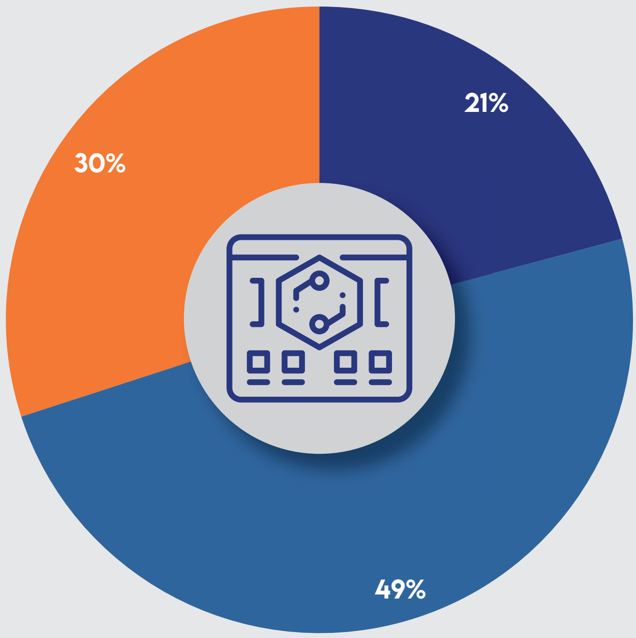
It is commonplace for a fund marketing team to utilise many useful channels at their disposal to engage investors and analyse their interactions. But if there are 10 or 50 in operation at any one time, a lack of integration has many knock-on effects for the fund and the end user.

Data discrepancy can damage workflows, causing communication breakdowns between relationship teams and investors whereby messaging is sent too often or repeatedly. This happens if funds maintain siloed systems to track interactions across every marketing channel that they use.

To track leads and measure campaign performance, a CRM that is integrated with the multiple data-gathering tools in the marketer's arsenal acts as a single source of truth. Not only are the platforms sharing the correct data, but every team member working toward capturing and converting leads will be operating together safely in the knowledge that their investor analytics are an accurate portrait of their current buyer journeys.

THE RESULTS

Integrated Marketing Platforms.



- WELL
- QUITE WELL
- NOT AT ALL

07

INTEREST IN NEW SOLUTIONS

WOULD YOU BE INTERESTED IN EXPLORING A NEW MARKETING AUTOMATION PLATFORM SPECIFICALLY DESIGNED FOR THE FUND MANAGEMENT INDUSTRY?

Fund marketing's technological takeup is still on the increase. With greater knowledge of how automation platforms can solve pain points in raising assets, it's great to see that almost a third of our industry respondents are very open to trialling new products on the market that are specific to the financial space. Around 22% reported a lack of interest, which may account for those surveyed being happy with their current setup.

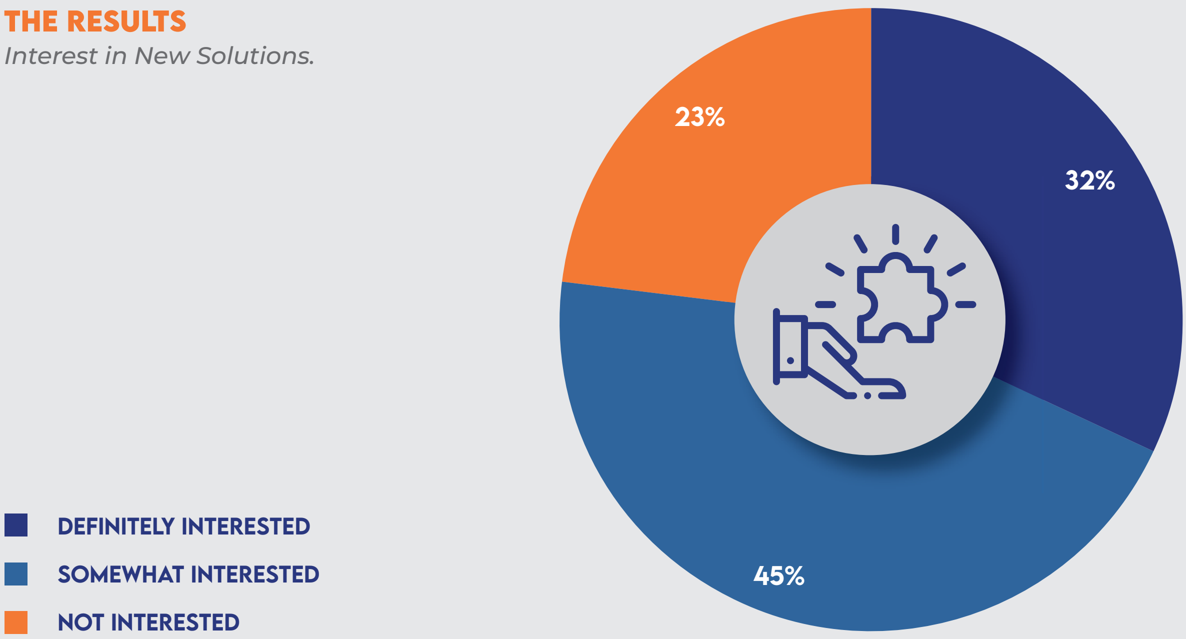
Commentary

There will always be a new martech product hitting the market to solve the nichest of sector-specific challenges. ChiefMartec have accounted for a whopping 14,106 (and counting!). This does cause option paralysis when it comes to making a buying decision that will provide marketing attribution and please the powers that be. Then again, we know fund management to be a unique industry that looks to technologies to solve specific AuM-boosting hurdles, which means innovation in the space will likely be more specialised.

Automation platforms in the fund management world are few and far between. But they aim to help marketers make their branded content go further, automate all manners of investor communications, provide dashboards to track engagement, iterate successful strategies and much more. In future, especially with the advent of AI technology, social media expertise and data science progression, these platforms will surely innovate further to keep up with the overall marketing challenge of sticking out in a crowded field.

THE RESULTS

Interest in New Solutions.



08 OTHER PRIORITIES FOR 2025

**Besides our pre-set questionnaire queries, we asked our participants to list their other marketing priorities, challenges and further suggestions in a more detailed fashion.
Here's what we found out:**

CONTENT

- Creating content pieces that both speak to a fund's value drivers and craft a compelling narrative to appeal to investors.
- Experimenting with high-quality formats including video and webinars.
- Building better relationships through content that's more centred on clients than channels.
- Being able to translate complex solutions into easily digestible thought leadership.
- Personalising content to make communications more bespoke.
- Staying 'ahead' of trends rather than being reactive to them.

DATA

- Realigning GTM strategies based on investor behaviours and feedback.
- Using interaction data to tailor outreach emails at more granular levels.

LEAD CAPTURE

- Improving the look and functionality of the website for better lead capture.
- Leveraging greater automations.
- Producing better quality leads.

REPORTING

- Consolidating central hubs for marketing materials and data.
- Utilising platforms for viewing pipeline data, conversion rates and targets.

IN SUMMARY

Fund marketing is on a constant path of reinvention. The fundamentals remain the same – showcasing your brand philosophy through everything you do – but we can now equip data-driven platforms that help outline how best to achieve that. When you create demand, you need to identify why that's happened, and automate the most successful processes to continue adhering to a wide investor pool.

There's still plenty to do to tweak digitally-led fund marketing strategies that can understand investors better and gather more quality leads to raise assets. Many firms are already leaving their manual administrative base tasks to digital helpers, but we'll be back to explore if more of the sector adopts the power of fund marketing platforms. More importantly, we'll see which challenges have been overcome, too!

If you'd like to discover more about marketing automation platforms for the fund management industry or learn more about how we compiled this report, feel free to contact our team.

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