LinkedIn Sales Solutions

Seizing the moment

Target new sales opportunities in wealth and asset management

Using real-time data to build long-lasting relationships

A year of highs and lows for investing

Wealth management and asset management are two branches of the finance industry that find themselves in an opportune moment. As confidence in economic recovery grows, financial markets are predicted to follow suit. Investors will breathe a sigh of relief. And many wealth advisers and asset managers will use this time to grasp new opportunities – and rightly so.

Despite a challenging year, market sentiment remains high, with 40% of investors planning to increase their investments in the stock market[1]. It's understandable why. For those in secure jobs, this past year has been a rare opportunity to save, and that wealth can now be put to better use through investing. Experienced investors will also want to capitalise on the sectors expected to see increased growth in 2021. In particular, GreenTech, FinTech, HealthTech and 5G beneficiaries look to be rewarding opportunities[2] that investors and asset managers will want to realise.

But if last year has taught us anything, it's that predicting the winners and losers is far from easy.

Globally, the number of high net worth individuals (HNWI) grew by 2.4% from 2019 and 2020, but it was a mixed picture. Russia, Latin America, and the Middle East, in contrast, saw HNWIs fall[3]. Through 2021, market performance will be linked to how well countries deal with the COVID-19 crisis. And, as always, geopolitics is also having an impact on investments. Across the world, countries are adjusting to the realities of Brexit along with a change in US government[4]. Already, the Biden administration has proposed a minimum global tax rate for over 135 countries, which could significantly affect multinationals' net profits.

As investors look to recover and grow their investments through another changeable year, they will need advisers to help choose an effective strategy. Now is the time to earn trust and cultivate relationships that last through the highs and lows of investing – not just for this year but for those that follow.

[1] UBS, 2021, A Year for Renewal, Position for reflation | [2] UBS, 2021, A Year for Renewal (Introduction)
[3] Knight Frank, 2021, Global wealth and the impact of the Covid-19 pandemic | [4]UBS, 2020 (October), UBS Investor Sentiment Survey

Create potential

Volatility creates opportunity

The current market is challenging for investors. But with sentiment high, the opportunities for advisers and asset managers are vast:

- Asset managers are sought after to find pockets of growth
- People are keen to invest but need expertise to manage uncertainty
- Lots of investors are changing their strategies and looking for expert advice
- Advisers can use the current climate to showcase their capabilities
- Investors taking a long-term view will need an adviser for the long haul

Relationship managers in the finance industry see big gains when they use LinkedIn Sales Navigator*

+18% increased pipeline

+30% larger deal sizes

61% of their revenue influenced by the tool

*Benchmarks are from a January 2021 study with 3,149 CRM-synced LinkedIn Sales Navigator customers on the outcomes of influenced opportunities.

Demand for digitalisation

As the value for wealth and investment expertise grows, there is a real opportunity for advisers and asset managers to nurture new and existing relationships with clients. Digitalisation is expected to be a vital part of any growth strategy.

This past year has made digital tools an irreversible part of the investment journey. Almost overnight, 90% of purchasing had moved to either phone, videoconferencing or online platforms[5]. These tools are streamlining communications, creating more touchpoints with clients and giving them greater choice over how they interact.

Advisers and asset managers that develop sophisticated communication networks now will pull ahead of the competition in the coming months.

In this eBook, we'll take you through how using LinkedIn Sales Navigator and LinkedIn Sales Insights can help you engage clients – both new and existing – to make the most of demand while it stays high.

> *"Many [clients] will likely assume that technological prowess in customer interactions translates to prowess in the investment management process."*
>
> **Deloitte[6]**

[5] McKinsey, 2020, The B2B digital inflection point: How sales have changed during COVID-19 | [6] Deloitte, 2021, 2021 investment management outlook

Key tools list

Reliable data for accurate strategies

How LinkedIn Sales Navigator and Sales Insights will help you to find the right opportunities and target them.

Create connections

- **Sales Navigator Lead recommendations**
  Receive tailored recommendations on new prospects.
- **Sales Navigator Advanced search**
  Identify the strongest targets and receive updates on how your saved leads are interacting and progressing.

Create digital capabilities

- **Sync LinkedIn Sales Navigator into your CRM**
  Streamline communication with prospects and clients for a sophisticated approach.
- **Sales Navigator out-of-network unlocks**
  Grow your network beyond your immediate connections to build your capabilities.

Create trust

- **Sales Navigator InMail**
  Share content through a private message with anyone on LinkedIn, without the need for an introduction.
- **Sales Navigator SmartLink**
  Create a SmartLink for content shared through InMail to track interaction and plan your next communication.

Create stronger strategies

- **Sales Insights**
  Access global data on over 750 million users to identify, size, and pinpoint opportunities accurately.
- **Integrate Sales Insights and Sales Navigator to your CRM**
  Save time on manual data analysis and use real-time updates to quickly find new opportunities when they arise.

Create connections

Now is a crucial time to build trust with clients. Investment appetite remains strong, with 49% of respondents to a recent survey noting 'getting more yield' as their primary investment goal for the next few months[7]. Advisers and asset managers should use this sentiment to deepen relationships with clients – to find those who need an expert to help generate returns in challenging times.

A new cohort of investors will also come into the mix this year. The UK, Canada, France, and the US each saw household savings rate jump to nearly 30% in Q2 of 2020 compared to between 4% and 15% in Q4 of 2019[8]. Many will respond to their new financial position by investing, creating new prospects to reach.

Competition to engage with clients and win new leads will undoubtedly increase in the coming months, and LinkedIn Sales Navigator can help you hone your strategy to come out on top. It's an effective lead-generation platform that highlights the warmest prospects to help you build stronger connections.

A lucrative marketplace for advisers and asset managers

4M+

HNWI finance decision-makers use LinkedIn in **North America.**

8M+

HNWI finance decision-makers use LinkedIn **globally*.**

*Decision makers are defined as high net worth individuals, VP or above, with 10+ years in role

Find warmer leads

LinkedIn Sales Navigator recommends leads for you based on your preferences, search history and profile interactions. When noise in the market is high, it helps you single out prospects who are serious about your area of investing.

Learn more about your leads

Using the **Advanced Search function** on LinkedIn Sales Navigator, you can search for warm leads and uncover their areas of interest. By saving a lead, you'll see their LinkedIn updates on your Sales Navigator homepage, giving you insights to build an effective opening conversation.

[7] UBS, 2021, A Year for Renewal, Hunt for yield | [8] Credit Suisse, 2021, Investing in 2021 – Living forward (Haver Analytics for Credit Suisse)

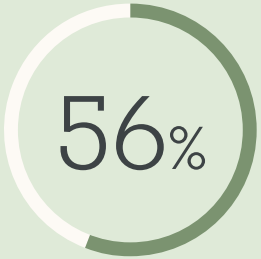
Stay up to date with your prospects

LinkedIn Sales Navigator sends you alerts on your saved leads, so you can make informed decisions about how best to engage them. Here are **three key Alerts** we recommend using:

Job change
stay on track with your lead' career movement, so you never lose a contact

Account raised money
discover when a lead is looking to grow or invest

Engages with your company
learn when a lead likes, shares or comments on your company's posts



of decision-makers will consider a firm if the contact understands their business needs*

*LinkedIn (2020), Buyer-First Survey

"We used to see LinkedIn as an online CV but we have realised that it's a thought leadership channel and a shop front for contacts."

Paul Weingarth
Head of Field Sales, PayPal Australia

Create digital capabilities

The wealth management subsector is making headways in adopting a digital-first approach. Digital engagement between advisers and high net worth clients grew over sevenfold during the pandemic[9], and this trend looks set to continue. In a global survey by Deloitte, 92% of respondents said that their firms are either implementing or thinking of implementing technologies that enable people to work from anywhere[10], signalling the start of a new era of working.

As people continue to work from home and virtual interactions maintain momentum, there is an opportunity to become more sophisticated with client interactions. This will become increasingly important. We're currently in the midst of one of the largest intergenerational wealth transfers of all time, meaning younger investors are expected to come to the market imminently – investors who are digital natives.

We believe the new generation of investors will seek 'micro-moments' – quick, digital communications. Using LinkedIn Sales Navigator, you can tap into leads that want this fast-paced interaction and deliver it.

Getting ahead

Many firms are missing the opportunity to engage new clients using digital platforms. Around half of respondents to a global survey said they were developing chatbots, creating systems that host virtual meetings and increasing interactions on social media – leaving around half that are not utilising these tools effectively[11].

Ramping up digital capabilities is crucial in the increasingly competitive world of investing. We are already seeing digital investment platforms pushing the industry forward. Now, the more traditional firms need to do the same if they are to take full advantage of new customer interaction methods.

Addressing communication channels is a helpful place to start. How you communicate with clients and prospects has an important role to play in how you're perceived. It reflects your internal capabilities, processes and approach. With LinkedIn Sales Navigator extending your insights and outreach capabilities, you can ensure every contact you make creates a positive impression of your organisation.

> *"Like it or not, investors may judge investment management firms on the sophistication and elegance of their customer interactions."*
>
> **Deloitte**[12]

[9] Morgan Stanley & Oliver Wyman, 2020, After the Storm
[10-11] Deloitte, 2020, The Deloitte Center for Financial Services Global Outlook Survey 2020
[12] Deloitte, 2020, 2021 investment management outlook

Creating a 360-degree relationship approach

By integrating **LinkedIn Sales Navigator into your CRM**, you can build on your existing frameworks to create a more joined-up method of communication without repetition. It increases visibility of your leads and your colleagues' prospects, enabling you to create a more seamless experience that reflects better on your organisation.

25%

Users experience 25% more content engagement (likes, comments and shares) per lead when CRM is synced.

Grow your internal capabilities

LinkedIn Sales Navigator lets you grow your company's network beyond your immediate connections through the **out-of-network unlocks feature.** Once you unlock a search, you can personalise InMail messages even without a LinkedIn connection. Plus, everyone in your team will have access to the search to help develop your pool of leads.

Create trust

Market volatility has highlighted the critical role that industry expertise plays in managing investments, and this will remain a key theme over the coming months. While real rates remain negative, those with excess cash will experience wealth erosion[13]. People need advice on how to protect their finances through investment choices. And those who want to invest in private equity and debt to achieve growth will need an expert to help them access lucrative opportunities and manage them effectively.

Asset managers and advisers should use the opportunity to build stronger relationships with both existing and new clients. One effective way to do this is by sharing insights on LinkedIn – where we know high net worth individuals and savvy savers are interacting.

35%

year on year increase of HNWIs **sharing content on LinkedIn**

41%

year on year increase HNWIs **posting content on LinkedIn**

LinkedIn data from Jun-Aug 2019 vs Jun-Aug 2020. Buyers defined as: High net worth individuals (VP or above and 10+ years in role), Institutional customers (Director level or above in finance industry and in financial service function), and Corporate Customers (CFOs of companies in any industries).

[13] UBS, 2021, A Year for Renewal, Hunt for yield

Reach out to new leads

LinkedIn Sales Navigator helps you make an introduction. **Through InMail**, you can send a private message to anyone on LinkedIn without needing contact information. Use this feature to share content to provide valuable information and to show your expertise.

Creating a buyer-first approach

Our surveys reveal that 91% of decision-makers prefer working with advisers who are well informed about their industry[14]. Sharing insights through LinkedIn is a relatively simple yet effective way to demonstrate that you are an industry expert.

But content does more than show your expertise – it helps build trust, which leads to long-lasting client relationships. Our surveys also found that 88% of decision-makers prefer buying from people who they see as trusted advisers[15]. Demonstrating that you are a reliable source of information and can solve clients' problems is difficult to achieve. You need to prove that you are listening to clients and responding to their needs and expectations. Using LinkedIn Sales Navigator, you can take a more tailored approach when creating and sharing content to better address your clients' individual needs.

Why it matters

> *"Buyers want to feel like you have their best interest at heart, so you have to understand their challenges and say how can I solve that one way or another? Once a buyer finds a salesperson who can do this effectively, they stick with them for life."*
>
> **Samantha McKenna**
> Founder #samsales

[14-15] LinkedIn, 2020, Buyer First (report)

Using insights to tailor your content

With **CRM sync and analytics integration** on LinkedIn Sales Navigator, you can see everything that your existing and prospective clients are doing on LinkedIn, as well as any contact you've had so far. Using these insights, you can build content that answers specific needs, concerns and interests.

When sending content via **InMail**, you can also create a **Smart Link** through Sales Navigator, which sends content using a unique link for each recipient. This link monitors how they interact with the content. Then, you can follow up with more content to help deepen the relationship with clients and prospects.

Making the most of Smart Links

See how many times a viewer clicks the link

Find out how long viewers spend on the content

Discover the date and time they accessed the content

"Salespeople using content is something that we're very passionate about... If you're getting an email or a Navigator message from somebody saying 'saw this and thought of you' and it's quite tailored to what you're interested in, that's a fantastic way of gaining an audience."

Rupert Bedell
VP of Marketing, AMEX EMEA

Create stronger strategies

Investment goals and strategies are going through a period of adjustment. The demand to create societal change through investing is set to increase as more countries make carbon-neutral pledges. Already, investor demand for sustainability is high, with environmental, social and governance funds and EDFs accounting for nearly half of European equity inflows in 2020[16].

New investors will also shake-up the market. Research shows that 66% of those planning to invest in the next 12 months are either considered generation Z or millennials. Interestingly, these younger investors noted trading apps as motivating factors[17]. They're also the generations that are more confident using online forms of communication, including social media.

As investors rethink their strategies in the changing investment landscape, advisers and asset managers will need to realign their business development approach. With LinkedIn Sales Insights in your toolkit, you can access real-time data to make informed decisions about targeting your audience as and when the outlook shifts.

Managing uncertainty

Continued uncertainty will make planning more challenging for advisers. Fragments in global supply chains, changes in emerging markets, political adjustments and new HNWIs coming to the market are just some of the factors predicted to affect investments and strategies over the short and medium-term[18].

Dealing with this level of uncertainty makes it more difficult for advisers to plan and target the most rewarding accounts, which is why clarity about your audience will be vital over the coming months. LinkedIn Sales Insights provides this transparency, so you can continually identify new opportunities and adjust your approach.

[16] UBS, 2021, A Year for Renewal, Investment ideas: Go Sustainable (Morningstar research)
[17] Financial Times, 2020, Virus crisis to cause surge in young investors (Finder.com research)
[18] Standard Chartered, 2020, Six trends that are shaping the future of global trade

Gain access to global data

LinkedIn Sales Insights gives you access to the LinkedIn Economic Graph. With data from over 750 million global LinkedIn users, it is one of the most powerful datasets in the world.

Access data from over 750 million LinkedIn users

Learn more about real opportunities

Using **LinkedIn Sales Insights**, you can clearly identify the size and fast-growing nature of specific regions and markets and even drill down into accounts, departments and functions. The data is real-time, so it reflects current working patterns, roles and interests as they evolve. It also adds understanding about existing connections across your team, giving you high-level oversight of relationship strength.

With all of these up-to-date insights, you can point your sales teams more accurately to the accounts that will drive the most revenue. And by syncing LinkedIn Sales Insights into your CRM, you can save yourself time on manual data analysis and quickly digest insights to identify timely opportunities.

> *"With LinkedIn Sales Insights, we were able to make data-driven decisions on territory planning with confidence and can now focus on executing against it. It's been a game-changer and enabler for Sales to hit the ground running."*
>
> **Rosalyn Santa Elena**
> Head of Revenue Operations, Clari

Drill down into the data with LinkedIn Sales Insights

Our tool gives you visibility of the most rewarding opportunities. Use it to better understand your market and your company's connections, so you can advise your team where to focus their relationship-building efforts.

- Tap into the world's largest professional network
- View the growth and size of specific departments and job titles
- Size your opportunities using up-to-date data
- Accurately segment your prospects to build an unbiased account list
- Easily compare relative opportunity of markets, regions and segments
- Get a clearer picture of your total addressable market
- Confidently identify real whitespace
- See how well-connected individuals in your team are to key accounts

Conclusion

Find your next opportunity

LinkedIn Sales Insights and Sales Navigator give you clear and reliable data on all your prospects. LinkedIn Sales Insights provides broader visibility on macro trends and new areas of opportunity, LinkedIn Sales Navigator helps you zero in on individual connections.

Using both tools together will give you the complete oversight you need to start the quick conversations that lead to long-term, rewarding relationships.

There over 16 million interactions between finance firms and clients every day.

Learn more about how our tools can make your conversation heard above the rest.

LinkedIn Sales Insights

Watch our short demo

LinkedIn Sales Navigator

Arrange a demo or start your free trial

LinkedIn Sales Solutions