

Delivering better investor reach: identity-led, integrated investment trust marketing

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We recently published articles on three key aspects of investment trust marketing: reaching the valuable, but elusive D2C investor, their requirements for access and engagement and how best to measure and manage marketing performance.

In this piece, we bring these aspects together to explain the Warhorse approach to integrated marketing. An integrated marketing programme links strategy, activity and reporting to deliver the company identity, whatever the weather.

Target



In **Catching self-directed investors to manage investment trust liquidity**, we highlighted the importance of D2C investors for investment trusts. They are the growing and now significant source of ownership, accounting for a third of aggregate issued share capital across the sector.

We also highlighted how marketing, to develop D2C ownership, can create sustainable demand for shares. This provides a strategic demand-led option for boards and managers to improve the management of liquidity and discount volatility.

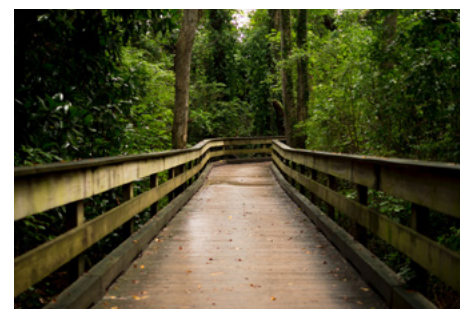
Access



In **Warhorse Dianomi Survey: self-directed investors research and buy investment trusts on their own terms**, we shared survey findings regarding the nature and behaviour of self-directed investors. They research differently to professionals. Four fifths are aged 51 or more, around one third have investment trust holdings valued between £250,000 and £2 million and a quarter have 11+ investment trust holdings.

Many online marketing measures, such as “clicks” and “impressions”, in isolation, can fail to offer an integrated insight of marketing impact and reach during the investor journey.

Measure

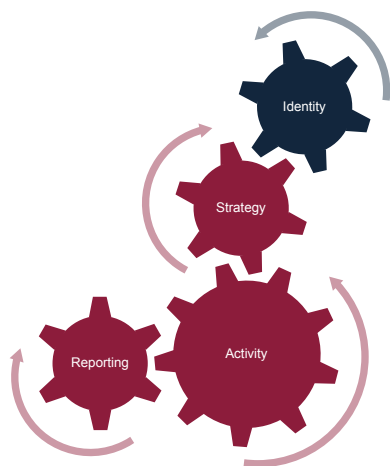


In **KPIs for investment trust marketing: seeing the wood for the trees**, we summarised the important marketing activity- and outcome-related KPIs for boards. So they may judge what matters more easily.

Activities can become dissociated with target outcomes, the destination, which we see as the critical measure is what matters most: what is your issued capital retail ownership target five years out and is the balance of buyers and sellers on a rolling annual basis in good health? Boards meet quarterly in the main and have busy agendas. KPIs matter hugely as a way of establishing marketing expectations and monitoring performance.

Identity: much more than just a company's investment objectives or logo

Identity is the essence of a brand and what the company stands for from the perspective of investors - as well as other external parties such as media commentators. The company identity drives marketing strategy, activity and reporting and is the constant in a world of changing markets and cyclical. Messaging needs to be clear, upfront and different to the wide choices available now.



Strategy: based on how others see you and specific goals

We can conduct comprehensive research into your own culture, people and processes – also your peers and competitors and current and target investor audiences. In this way, we can help determine your market positioning now – and where it could be in the future. Our network

of relationships across the industry allows us to gather candid opinion from brokers, fund selectors, analysts and commentators who determine how your proposition is perceived in the market place. Research with end-investor audiences can show how your company can align with real-life goals.

Once we fully understand you and your market, we can work with you to identify your key strategic goals – whether that's to diversify the share register, target more attention among a particular segment of the market – or simply to build and maintain investor awareness. We can explore with you the scale of action required – from a marketing campaign to a full brand repositioning to even rethinking the company's identity. We carefully align our advice to the resources and ambitions of your company – and can conduct discussions and workshops to achieve 'buy-in' across your internal stakeholders.

Whether your focus is a single investment company or your broader investment capability, we can help you carve out brand positioning that's authentic to your culture and expertise – and that genuinely stands out. As well as addressing your visual identity, we can formulate messaging to be used across the business, with tone-of-voice guidelines.

Activity and execution: addressing gaps and expressing compelling advantage

The smartest marketing strategy in the world is no use unless it can be implemented practically, at cost and on time. With strong executional marketing experience across our team, we can help you plan a delivery schedule for activity of every scale.

We can then help create and deliver much of the collateral – from sales and marketing material to website copy to adviser education – using our own in-house expertise and also drawing on outside specialists where required.

We know that maintaining audience attention in a crowded investment market is a constant process that requires timely responses to market events and investor needs – and a continuous eye on the competitive landscape. On an ongoing basis, Warhorse can help your company stay ahead with services.

Reporting: to meet the ownership outcomes required and square the circle

Board reporting of marketing metrics must align with the company's broader business objectives. Metrics are required across all marketing activities to gauge impact, inform the ongoing strategy and assess the overall effectiveness of the programme. It is not sufficient to monitor standard marketing metrics alone, such as webpage traffic, clicks and activity.

Ongoing analysis and monitoring of ownership helps to achieve a balanced and sustainable register structure.

We are here to help. Our insights library has more to read at <https://warhorsepartners.com/research>.



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