

Optimizing a firm's digital reputation to attract investors

CRESCENDO

Brand

Brand is the unique story we tell, it helps us generate demand, create impressions and announce to the world why we exist.

Reputation

Reputation is what the organization is known and respected for, it's an acknowledgement of credibility.

Key drivers of asset growth

1

**Reputation
&
Brand**

2

Performance

3

**Quality
Content**

Building Brand Awareness

1

Brand
Development

2

Developing a
Digital Footprint

3

Social
Community
Management

Building Brand Awareness

1

- Discovery
- Brand Positioning
- Brand Story
- Core Messaging
- Targeted Messaging

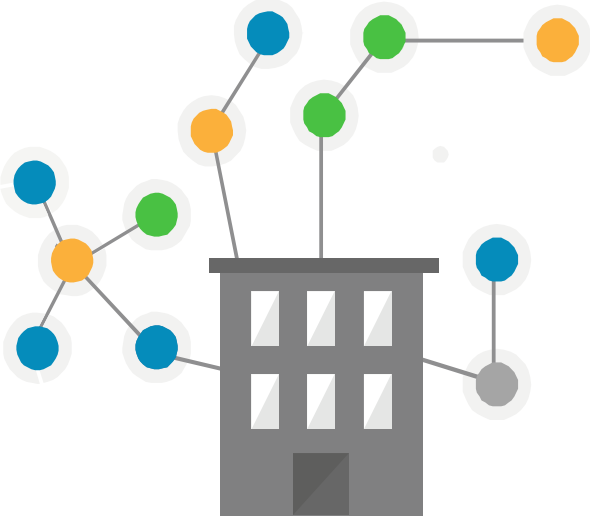
2

- Digital Audit:Public
- Analysis & Recommendations
- Go Live Tutorial

3

- Social Audit
- Analysis & Recommendations
- Go Live Tutorial

Building reputations



Referrals, word of mouth,
those that know you



Google builds reputations

Google by the numbers

5.6 billion
searches per
day worldwide

92%

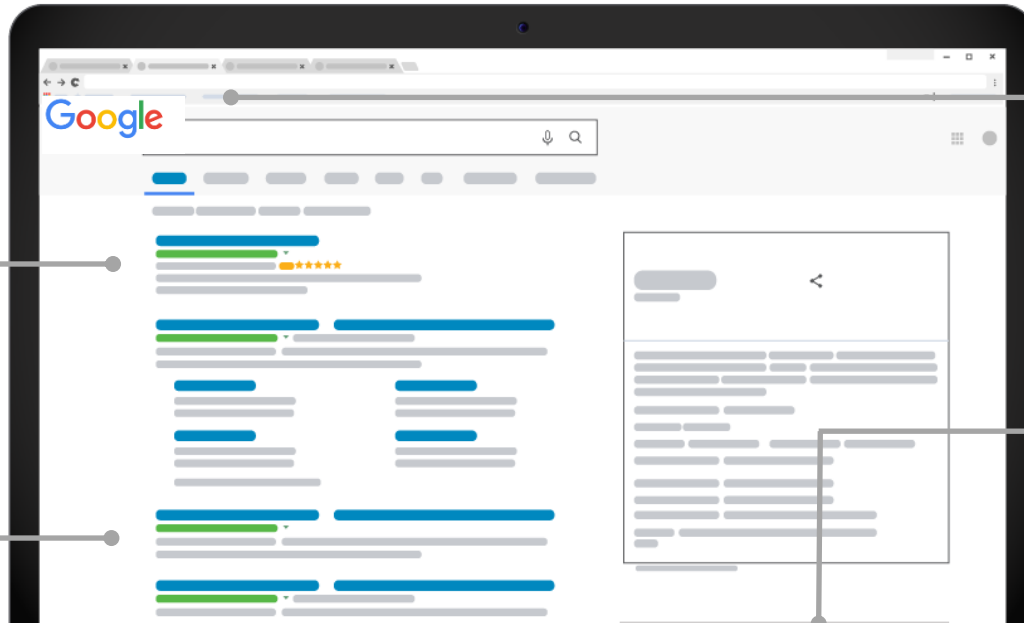
of users click only on the first page

34%

of users don't click any links in results

55%

of users only
click on the
top-three links



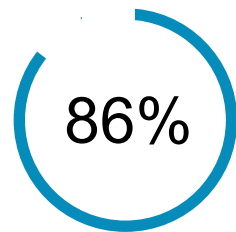
90%

Google
market share
worldwide

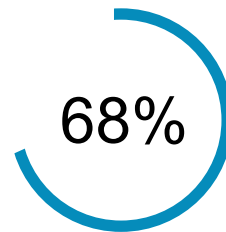
4%

Of users
click on
banner
ads

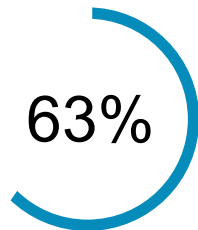
Institutional investors turning to digital and social media



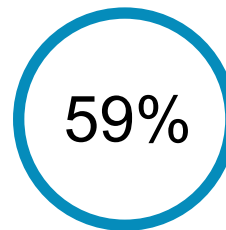
of investors say they take action on content they receive on line with 41% doing so at least weekly



of investors used social media to research asset management firms in 2018

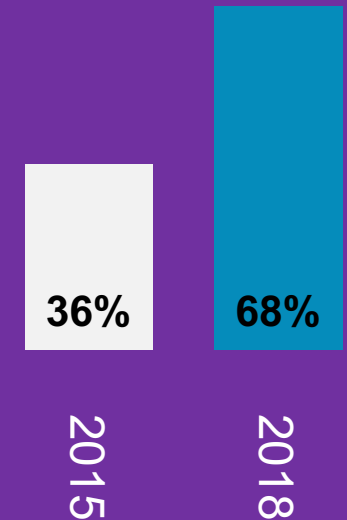


of institutional investors now consume social media while less than half regularly consume finance-specific trade publications

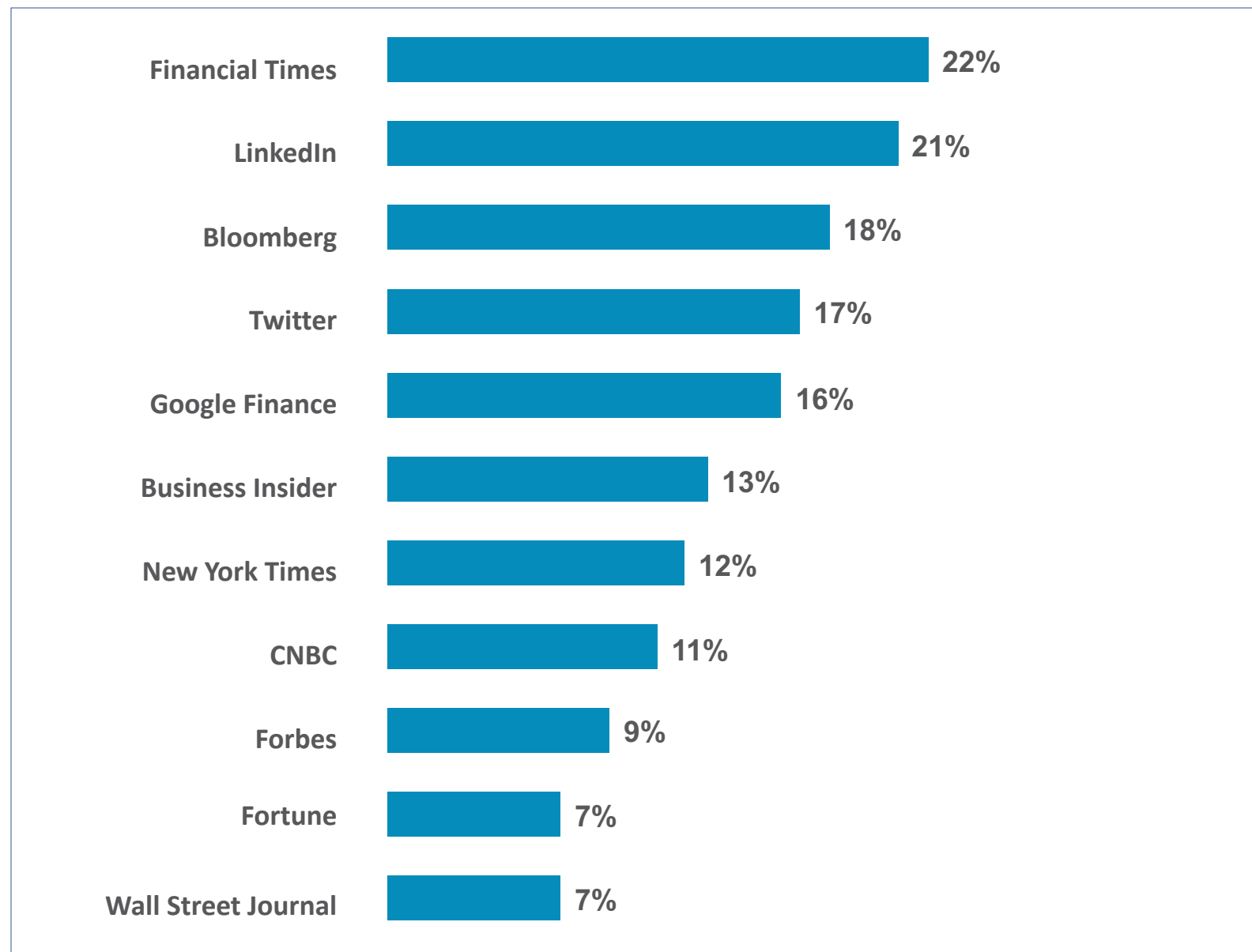


of respondents spent on average 15–30 minutes reading a single piece of content, showing that long-form content still works

Investors using social media to research asset managers:



Where are they going?

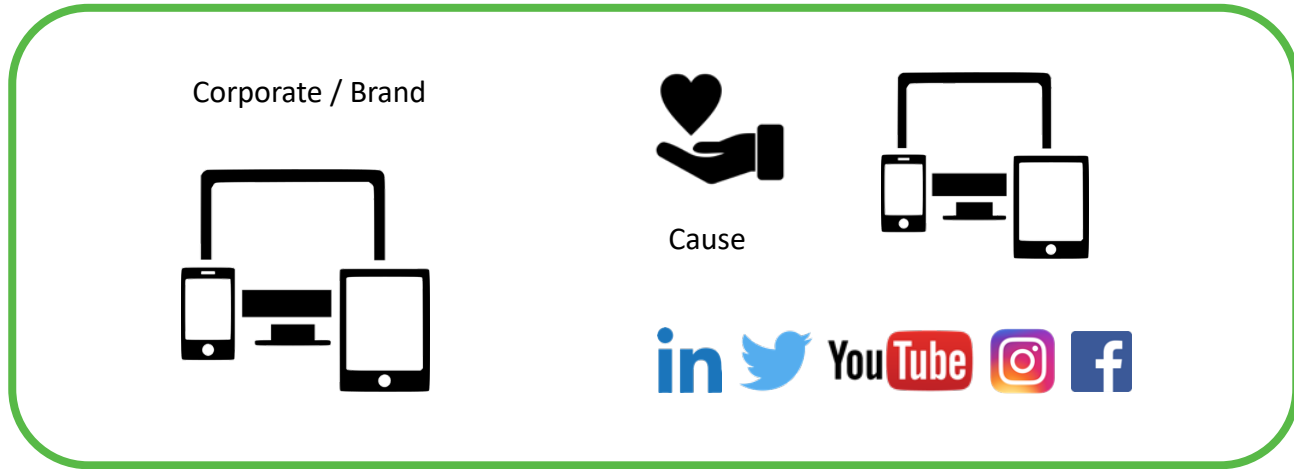


Source: Greenwich Associates

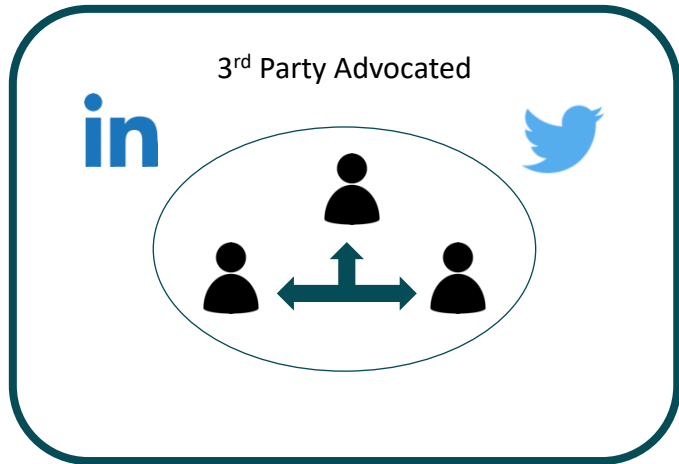
Digital Reputation Ecosystem



OWNED



PAID



EARNED



Developing a digital reputation – Top 5

1. Focus on organic search
2. Define SEO strategy
3. Control the narrative
4. Optimize owned assets
5. Engage in social media

