

Financial advisors and social media

Putnam Investments surveyed over 800 financial advisors to learn more about how they are using social media for business. The findings are the fourth annual iteration of the study.

81%

are using social media for business

Up from 75% in 2014

79%

gained new clients via social media

Up from 66% reporting client gains in 2014

\$4.6M was the average asset gain
Median = \$1.9M



53% gained over \$1M in new assets



71% who gained assets were active on a daily basis

THE SOCIAL ADVISOR

The typical financial advisor who has gained assets using social media



44-year-old
male with 10 years of experience



Wirehouse advisor
or financial planner



Active on **5 social networks**



\$80M
Book of business



\$1.8M
Typical client assets

FINDINGS: NETWORKS

ADOPTION



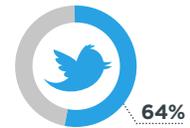
PRIMARY NETWORK



AVERAGE USE/MONTH

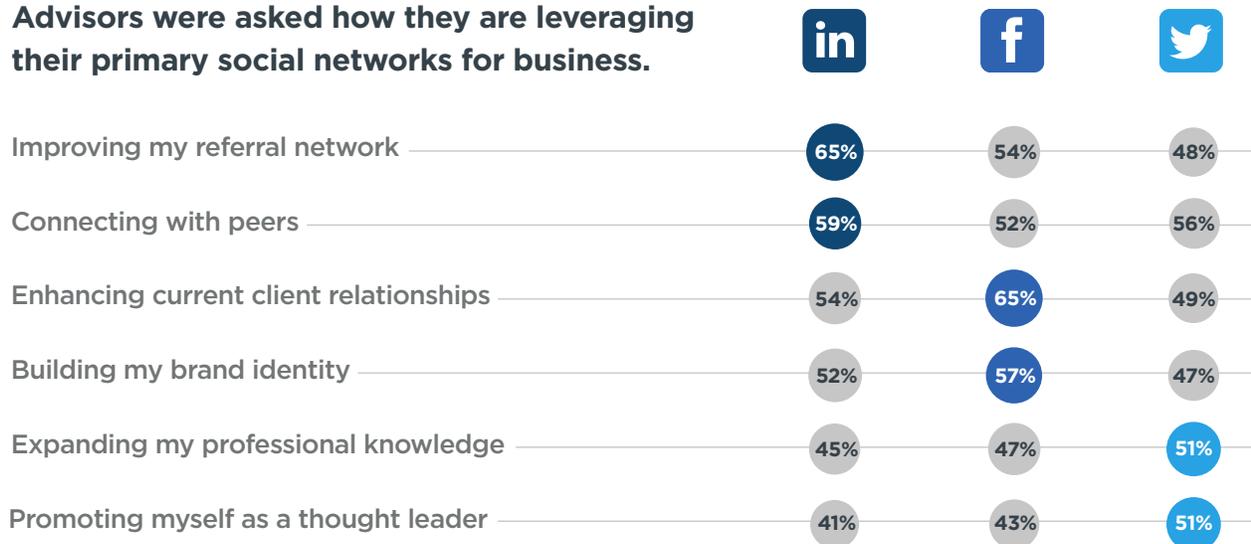


GAINED NEW BUSINESS



FINDINGS: BUSINESS GOALS

Advisors were asked how they are leveraging their primary social networks for business.



Asset gains are reported as medians. Adoption is calculated among advisors active on social media for business and/or personal use. All other findings are based on advisors using social media for business purposes.

The 2015 Putnam Investments Survey of Financial Advisors' Use of Social Media was conducted in partnership with Brightwork Partners LLC among 817 advisors nationally who have been advising retail clients for at least two years. The online study was conducted in July 2015.

Putnam Retail Management

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