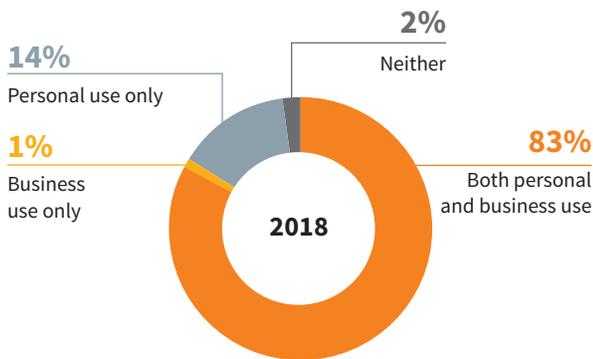


The Social Advisor

Results from the Putnam Social Advisor Survey | Version 6

When we began our survey five years ago, social media was on the periphery for advisors. Today, it has evolved into a critical tool for business development and client service for almost all advisors. Advisors today see greater success from their social media initiatives and have more confidence and enthusiasm about social media than ever before. Here is a snapshot of our 2018 survey results.

Advisors' use of social media



92% of advisors using social media for business can attribute asset gains to social media activity.

Investible assets of clients gained from social media activity are trending up, while the average new account size is holding steady. However, the median age of a new client gained through social media jumped to 40 from 35 last year as social media matures beyond its youthful origins and develops traction with older (and potentially higher asset) prospects. In the 12 months preceding the survey, the average asset gain was \$1.4M (\$0.5M median).

Survey respondents were unequivocal in their opinion that social media has changed the nature of how they work with and help their clients.

The speed at which prospects become clients has been greatly accelerated by social media. Communication — and opportunities — occur in real time, on the channels where clients are most present

and comfortable. More than two-thirds (67%) say they have more frequent communication with clients as a result of social media (up from 59% in 2017) and nearly six in ten (57%) say decision making is faster and easier (up from 50%).

Top 7 ways relationships have changed

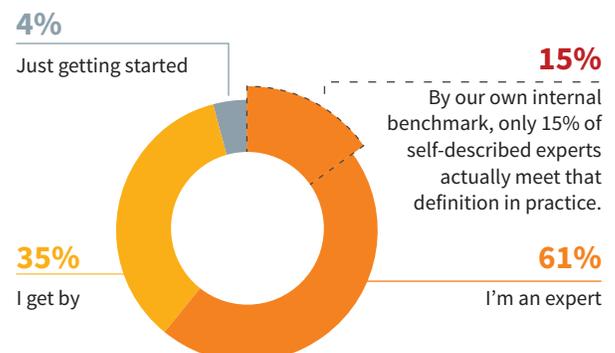
- It is easier to share information
- I have more frequent communication with clients
- Decision making is faster and easier
- I am more attuned to major events in my clients' lives
- We have a better professional relationship
- We have a better personal relationship
- We connect less by phone and in person

Base = 45% or greater of advisors answering "agree strongly."

A high percentage of advisors classified themselves as "social media experts."

While this level of confidence is encouraging, we compared advisors' fluency against our own benchmark to determine their level of expertise and their place along our Social Media Maturity Curve.

Fluency in social media



Partner with Putnam for social media training

Your Putnam consultant team, recognized industry-wide as a valuable partner for building your business, is here to provide custom training through one-on-one in-person, officewide, and webinar options.

FOR ADVISORS



Creating and optimizing your social media presence

Learn how to establish a social media profile that will build your brand to attract prospects.



Developing your LinkedIn network

Master best practices for developing and growing a high-quality network.



Prospecting and generating revenue using social media

Learn advanced LinkedIn search options to discover rollover opportunities, mine client connections for valuable referrals, leverage your alumni network, and identify your ideal prospect.

FOR YOUR CLIENTS



Growing your business with social media

Invite business owners and professionals to this seminar to learn how a robust social media presence can benefit any enterprise or individual.

Based on our analysis, these best practices can help lead advisors to social media success:

Take an active approach.

Advisors who network, prospect, and communicate on social platforms see measurable results.

Commit time and resources.

Nearly half (47%) of advisors plan to add team members focused on social media, and 80% of high achievers pay for premium services.

Get training.

Advisors who receive online or in-person training see greater gains than those using other methods.

To learn more, contact your Putnam consultant, call us at 800-354-4000, or visit AdvisorsAREsocial.com

The Putnam Social Advisor Survey was conducted in partnership with NMG Consulting during November and December 2018 among 1,021 U.S. financial advisors in all channels who have been actively advising clients for at least two years.

Financial advisors: Consult with your firm's compliance department and be fully aware of its policies and procedures before you engage in any social media activities or alter your public profile.

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Putnam Investments | 100 Federal Street | Boston, MA 02110 | putnam.com



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