

Marketing to Millennials

5 Key Strategies for Success



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Presented By

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Taking Center Stage
Quality Factors Are Latest
Investment Focus

2019 Fixed-Income Outlook
Fed Activity, Trade Tensions
Are Wild Cards

Tax Alerts For Advisors
Ed Slott Says Share
Them With CPAs

Will Your Clients' Kids Freeze You Out?

Trillions of dollars are at
stake in the next 30 years.
Advisors can't let it slip
through their fingers.



fa-mag.com

Panelists

Dave Briggs

VP of Corporate Training



Traci Mabrey

Head of Wealth Solutions



Tyler File

Director of Corporate Accounts



Study Overview

1,003
participants



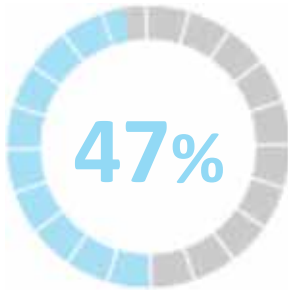
34%
URBAN



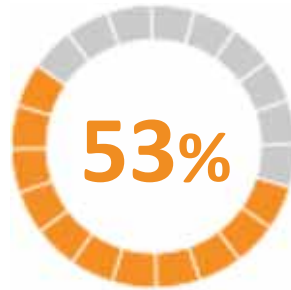
49%
SUBURBAN



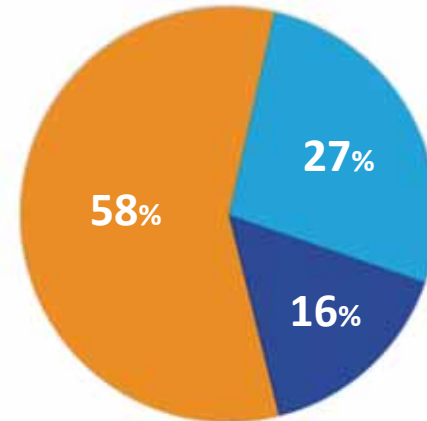
18%
RURAL



Male



Female



58%
Millennials
(22-41)

27%
Gen X
(42-53)

16%
Boomers
(54-59)

Decoding the Millennial Mindset Study

Broadridge and The Center for Generational Kinetics conducted a study that reveals insights and opportunities for marketing to Millennials

1. Current Financial and Retirement Outlook
2. The Impending Wealth Transfer
3. Relationship with Financial Advisors
4. Communication Decoded
5. Advisor Takeaways: Essential Tools and Techniques



Current Financial and Retirement Outlook



INSTANT POLL RESULT

True or False, more Millennials than Baby Boomers participate in a retirement savings plan?

FACT: For every three baby boomers, four Millennials participate in workplace savings



BABY BOOMERS



MILLENNIALS

Panelist Question

What information source do Millennials seek retirement advice from?



Panelist Question

What type of investment is a Millennial most confident in?



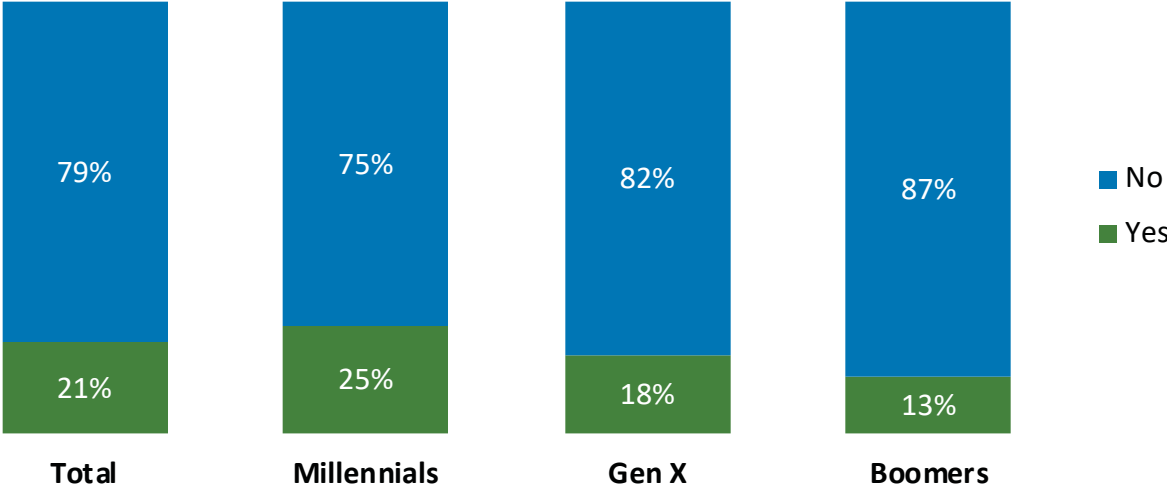
The Impending Wealth Transfer



INSTANT POLL RESULT

What percent of the three generations are aware of the impending Great Wealth Transfer?

FACT: 21% are aware



Panelist Question

What would the majority of all generations use an inheritance for?



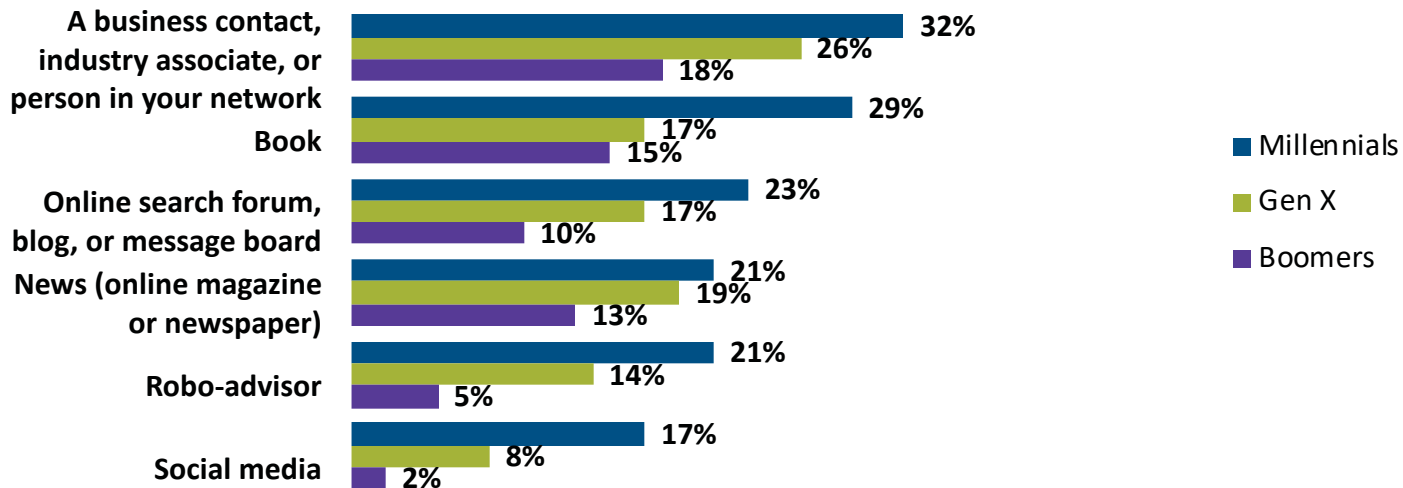
Financial Advisors



INSTANT POLL RESULT

What is the least trusted source of financial advice across all generations?

FACT: Social media and robo-advisors are the least trusted sources of financial advice across generations



Panelist Question

Across all generations, what would they prefer in their financial advisor?



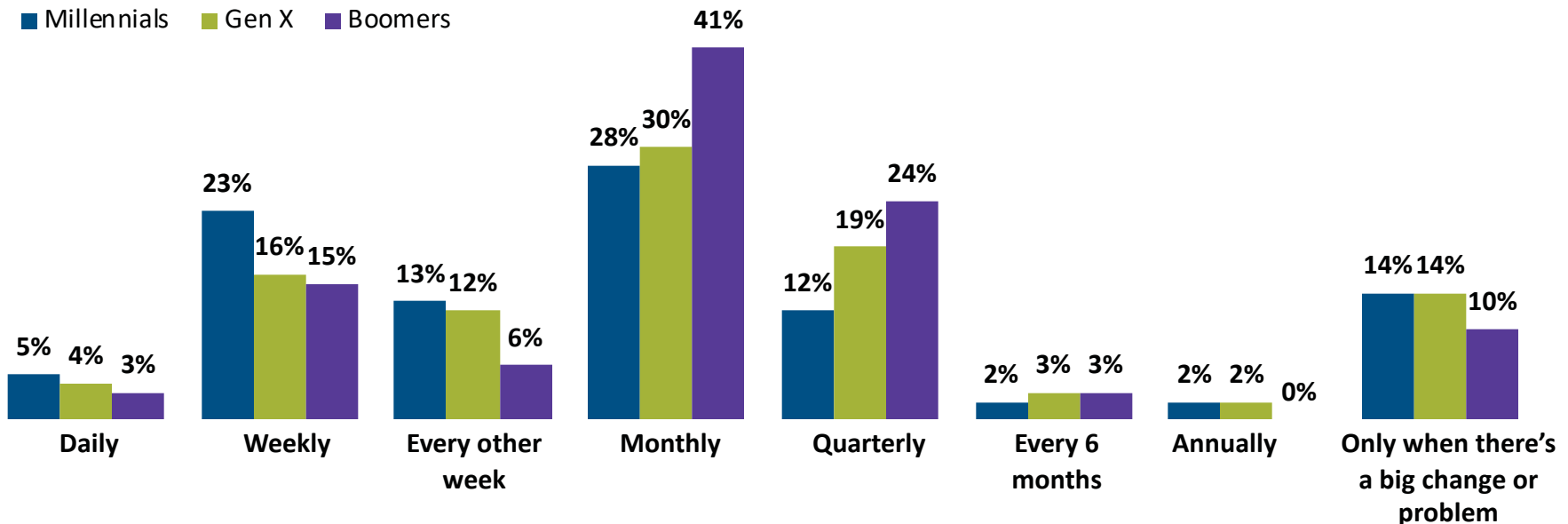
Communication Strategies



INSTANT POLL RESULT

What frequency of communication do Millennials want from their financial advisors?

FACT: 69% of Millennials prefer to receive updates from their financial advisor monthly or more often



Panelist Question

What communication and engagement strategy would build the most trust in a new financial advisor?



Advisor Takeaways: Essential Tools and Techniques



Panelist Question

What are the most valuable tools and techniques when it comes to connecting with Millennial clients?



Panelist Question

To what do you attribute the shifts conveyed in the study relating to Millennials' preferences regarding financial advisor experience and communication channels?



Conclusion

- Millennials have unconventional ideas about investing.
- The impending wealth transfer is an opportunity for advisors.
- Millennials want and need financial advice.
- Advisors should use automated multi-channel marketing to reach Millennials.

Visit BroadridgeAdvisor.com and scroll to download *Decoding the Millennial Mindset*





Questions?



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