

# Maximizing the Return on Thought Leadership

Global Institutional Investors Research

June 20, 2023

Executive Summary:

Thought leadership has become an indispensable tool in institutional marketing and client servicing for asset managers. Its importance is echoed by asset owners: a recent report from Coalition Greenwich shows that two thirds of global institutional investors consider thought leadership a significant influence in their manager selection decisions\*.

While the proliferation of content has doubtlessly enriched the dialogue between managers and investors, the sheer throughput – amplified by new media and technology – often leaves recipients inundated with information overload. As investors become increasingly discriminating consumers by necessity, managers must continually perfect their craft to stand out from the crowd.

How do investors shortlist managers for their thought leadership diet? What are their preferences in terms of content, format, delivery, and cadence? To answer these questions and help managers maximize the return on their thought leadership efforts, Coalition Greenwich undertook this new study based on interviews with nearly 500 institutional investors across North America, Europe and Asia, conducted in February-April 2023.

Methodology:

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[www.greenwich.com](http://www.greenwich.com) | [ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

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[greenwich.com](http://greenwich.com)

[ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

Ph +1203.625.5038