



MyLocalAdviser & IFA Life IFA Marketing Survey March 2009

Prepared by Matrix-Data Solutions
in partnership with IFA Life

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Executive Summary

MyLocalAdviser.co.uk is a website dedicated to putting members of the public in touch with financial advisers in their local area, holding the details of several thousand registered intermediaries. Continuing on from 2008's IFA marketing survey, MyLocalAdviser, in partnership with IFA networking site IFA Life, has carried out a new survey into IFAs' current marketing habits and their forthcoming focus. Over 100 IFA firms completed the short questionnaire and this document contains a full analysis of the results.

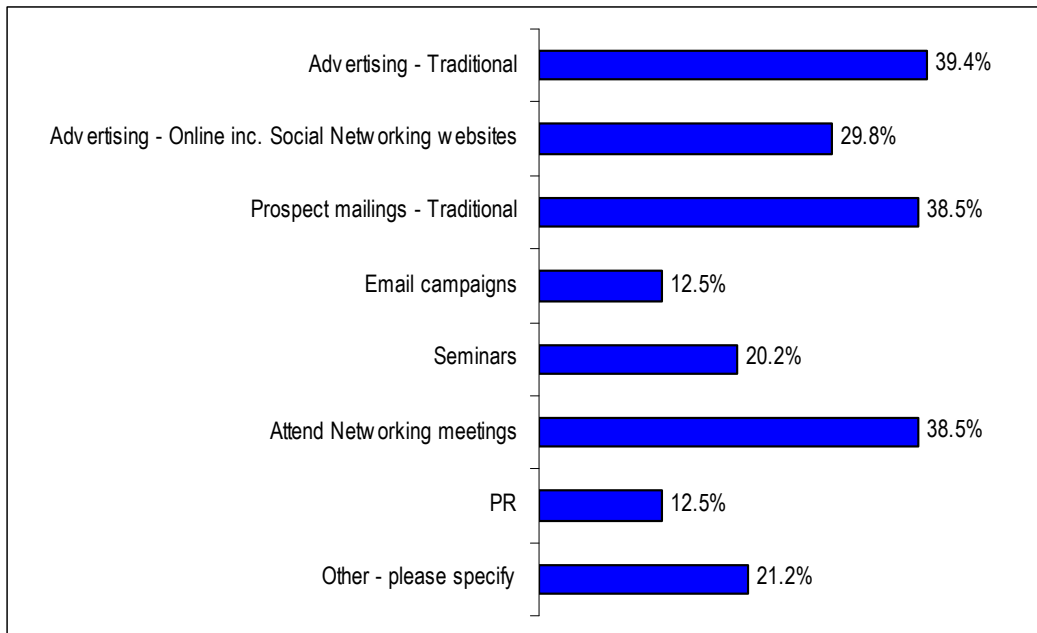
- Part 1: Prospect Marketing and Measuring Success - Traditional advertising is still seen as the main form of prospect marketing, although online techniques are gaining favour. Despite this, almost a quarter of all respondent IFAs still do not have a website despite the same amount stating that their websites did generate new business for them. There is also very little positive feeling regarding the effectiveness of existing marketing strategies, especially during the recession.
- Part 2: Customer Relationship Management - IFAs are generally confident that they know their customers very well, can identify the most profitable ones and currently communicate with them as often as they need to. Data cleanliness is not seen as a concern, which may indicate why data cleansing companies have low awareness amongst other marketing services companies. Although communication via email is high, websites and other digital media are currently very poorly utilised as communication vehicles.
- Part 3: Internet Marketing Activity - Marketing efforts via the internet are expected to increase for over half the respondents. However, the effectiveness of such efforts may be difficult to measure with over 40% rarely if ever checking website statistics. Over a quarter of respondents are happy or very happy with their online marketing strategies, although defined internet marketing strategies amongst IFAs are extremely rare at just over 2%. MyLocalAdviser is seen as the most useful of online marketing services available to IFAs.

Part 1: Prospect Marketing & Measuring Success

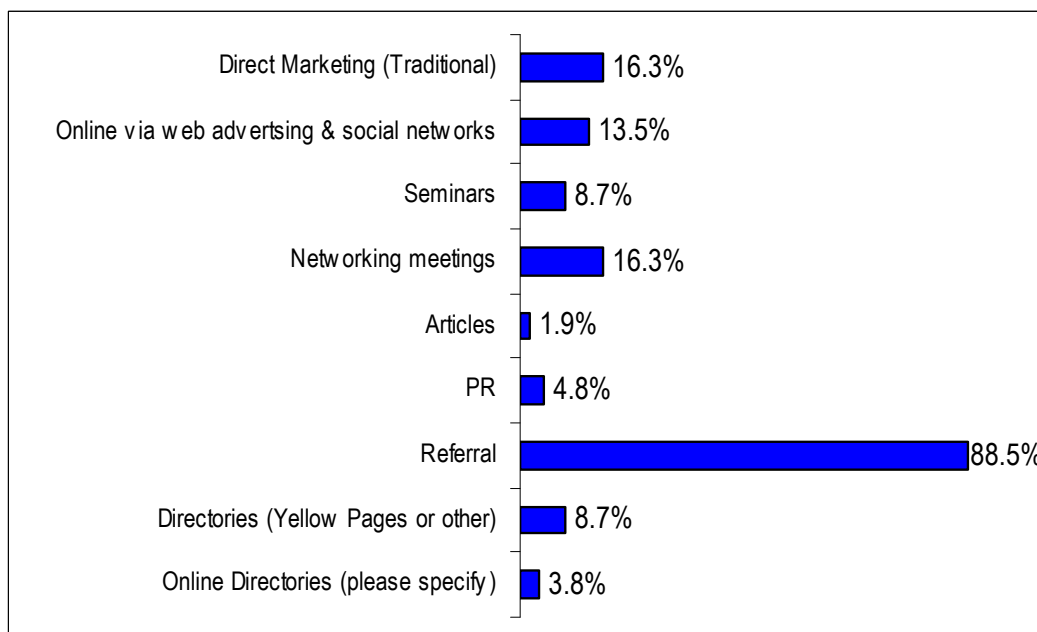
Summary Notes

- 39.4% of IFA firms partake in traditional advertising, more than any other form of prospect marketing.
- The growing importance of online marketing and online presence for IFAs is apparent, with 13.5% generating substantial leads from this source.
- 40.9% were unsure or did not know what their exact marketing spend was or what the results from that investment were.
- 23.8% have a website that generates business for them, but the same percentage do not have a website.
- Only 9.2% felt very positive about their current marketing strategy.
- Only 8.2% felt very positive about their current online strategy.
- Only 11.2% felt very positive about their marketing strategy during recession. Respondents were asked to elaborate as to how, in this current economic climate, would their marketing strategy be adapted to meet the firm's objectives. Only 11.9% felt there would be no change in their marketing strategies in the current economic climate. Maintaining contact with existing clients is seen as key as is increasing marketing effort in the form of seminars and similar networking activity. Only 5.5% felt that marketing costs would need to be reduced.

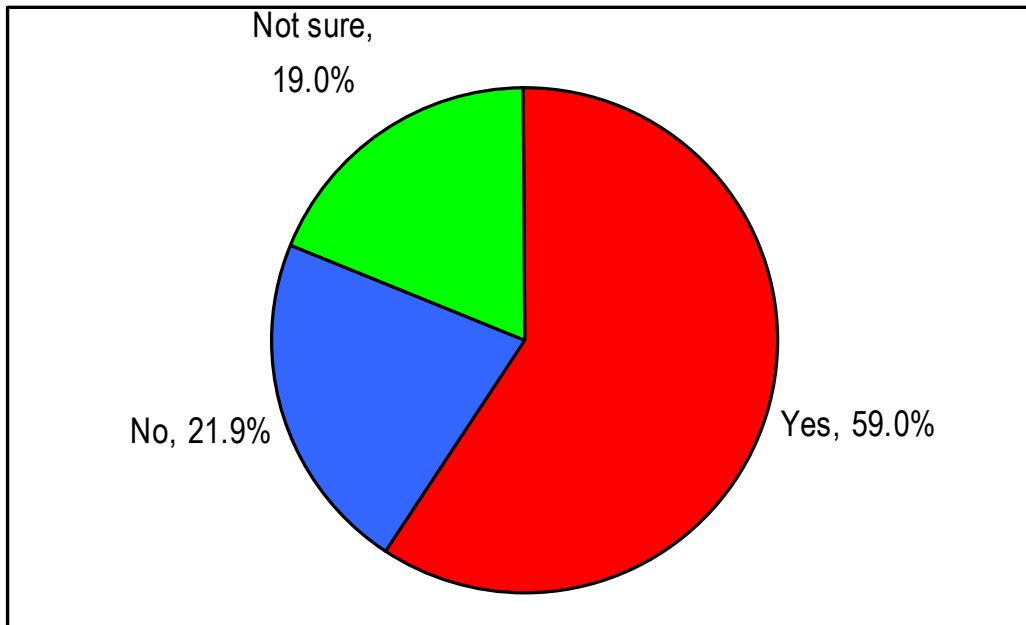
1. What types of marketing does your company currently undertake? (Select all that apply)



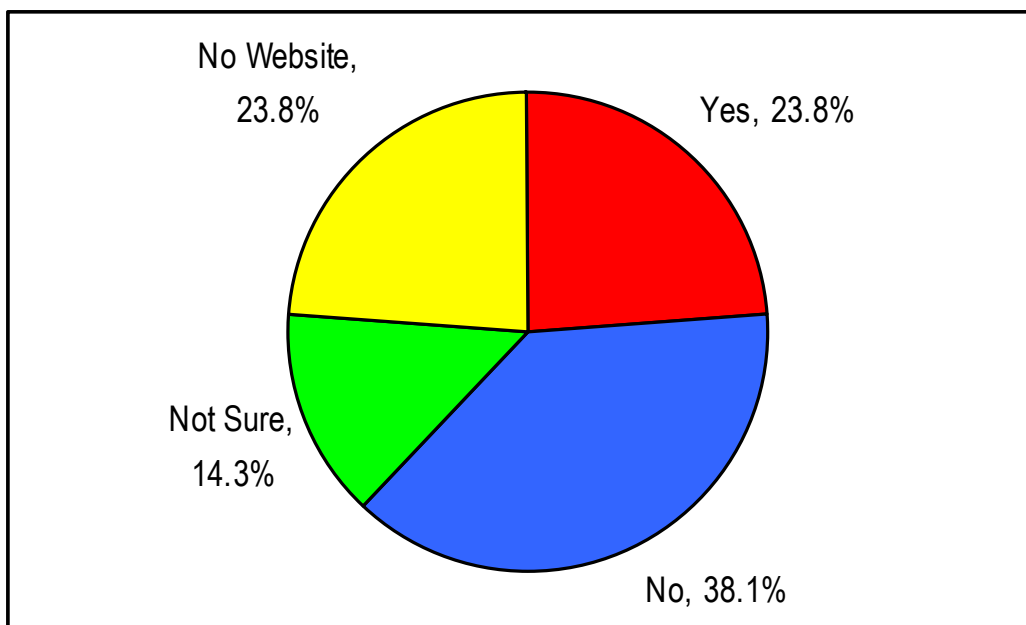
2. What source do the majority of your new business leads come from? (Select all that apply)



3. Are your current marketing activities measured? Do you know exactly how much you currently spend on marketing and the results of your marketing spend?



4. If you have a website, does it generate new business for you?



5. On a scale of 1-5, with 1 being very negative and 5 being very positive, please answer the following questions:

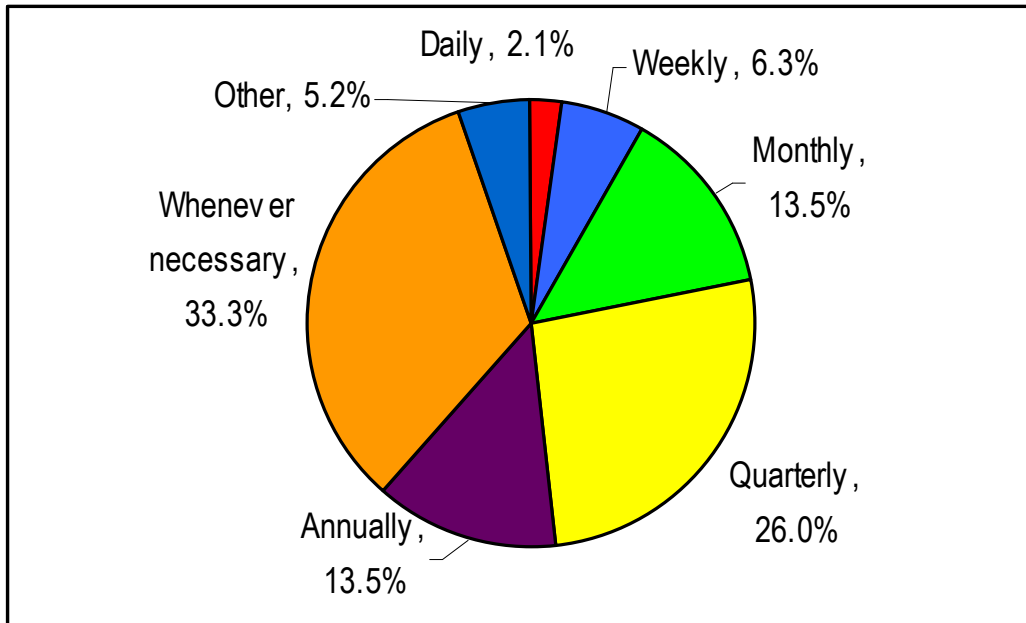
	1	2	3	4	5	Rating Average
How happy are you with your overall current marketing?	8.2%	24.5%	39.8%	18.4%	9.2%	2.96
How happy are you with your online strategy?	17.3%	25.5%	30.6%	18.4%	8.2%	2.74
How confident are you of a marketing strategy in a recession?	8.2%	28.6%	29.6%	22.4%	11.2%	3.00

Part 2: Customer Relationship Management

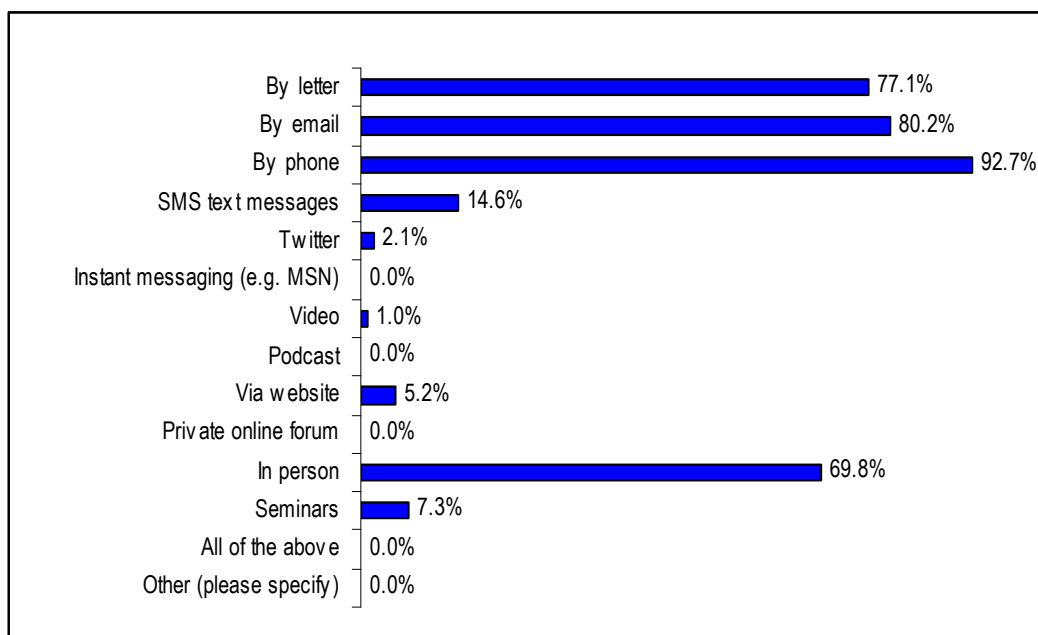
Summary Notes

- Key customers are mainly only communicated to whenever necessary – a surprising 13.5% only communicate once a year.
- Whilst online communication in the form of email is used by 80.2% of IFAs surveyed, only 5.2% use their websites as communication vehicles.
- New media such as podcasts, instant messaging and online forums have still to be embraced by IFAs, although interestingly 2.1% do use Twitter to communicate with customers.
- Paper files (45.8%) still account for the highest form of customer record, with specific IFA software closely behind (44.8%)
- An encouraging 78.1% believe they are able to identify their most profitable customers from their information.
- 50.5% will target existing customers as well as new prospects with their marketing strategies.
- 81.7% of respondents felt positive or very positive when asked about how well they knew their existing customers.
- When asked about the cleanliness of data using a scale of 1-5, the average rating was 3.74, with 66.3% being happy or very happy their data.
- Respondents showed very high awareness of all marketing services companies such as The Electoral Role, the basis for many of the overall UK databases and have heard of the FTSE100 company Experian, best known for credit checks. The Bereavement Register, a tool available for data cleansing, received the lowest awareness level.

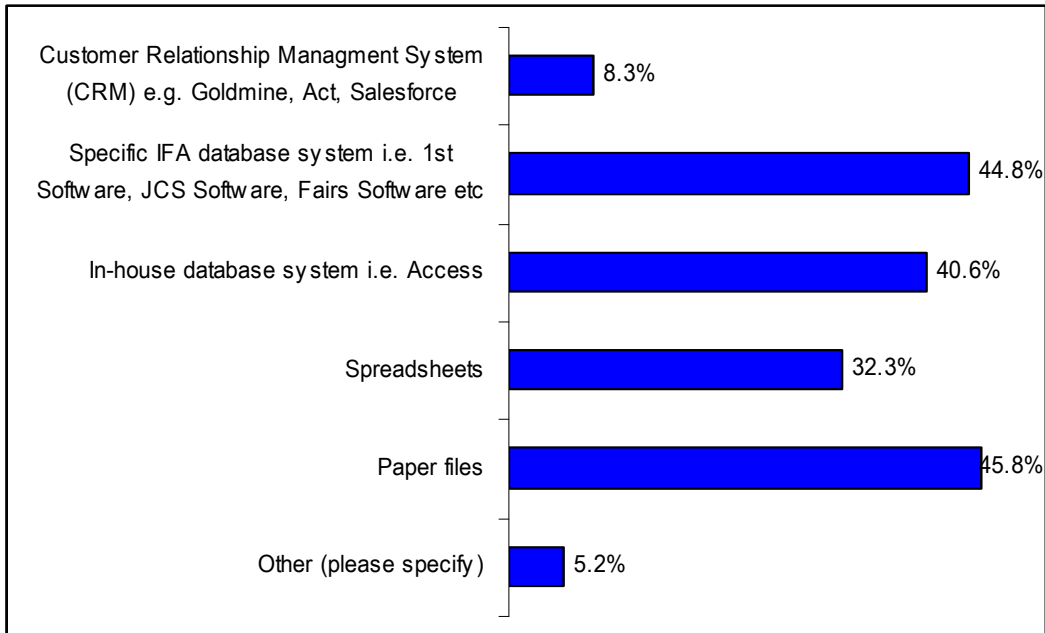
1. How often do you communicate with your key customers?



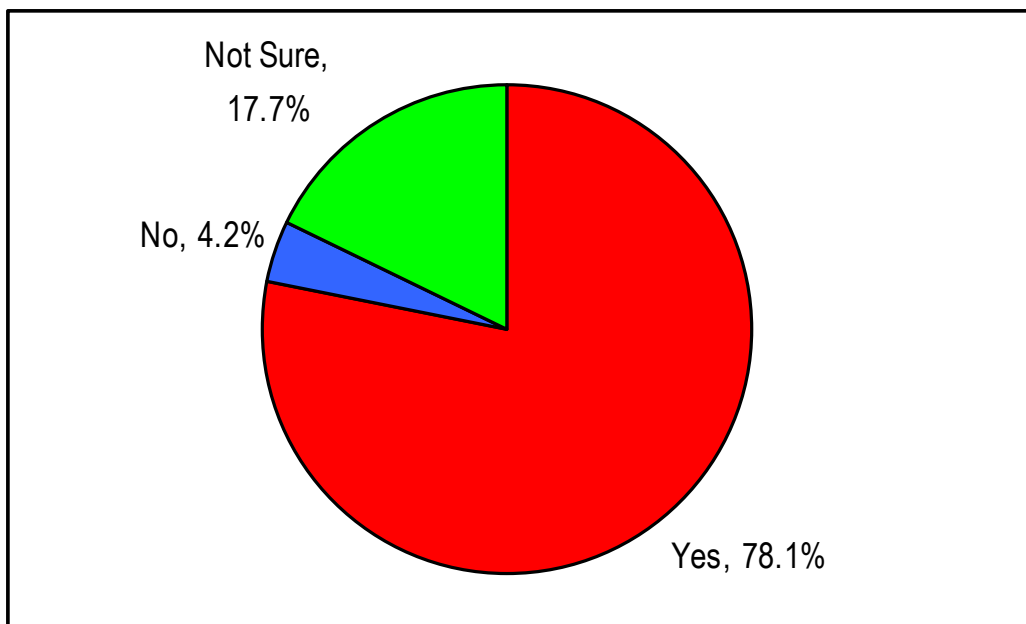
2. How do you communicate with your key customers? (Select all that apply)



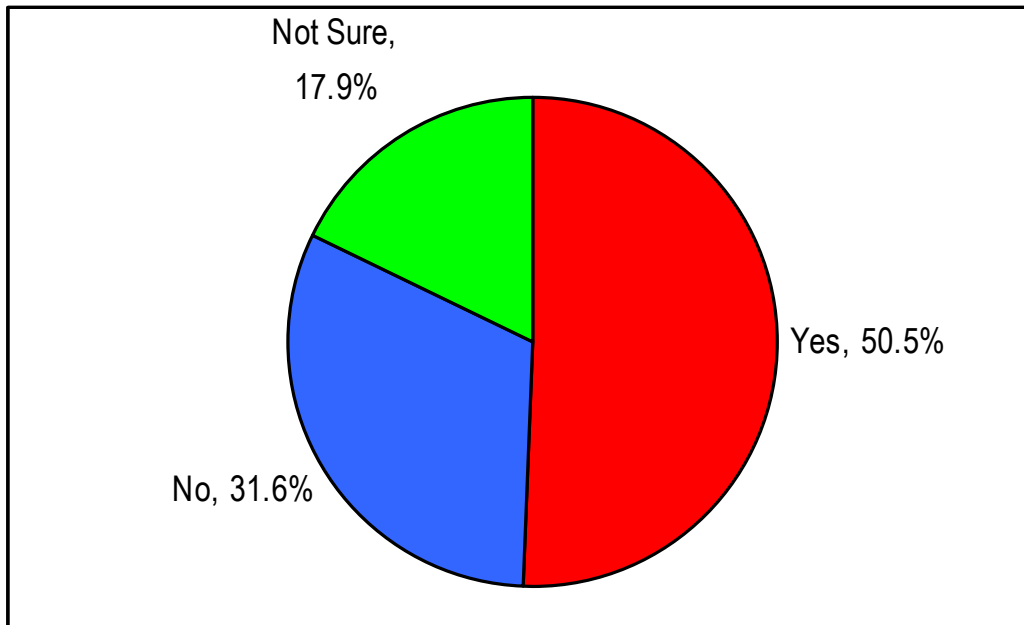
3. How do you store and access your customer information? (Select all that apply)



4. Can you identify your most profitable customers?



5. Does your marketing strategy play an important role in maintaining relationships with current customers as well as identifying new ones?



6. On a scale of 1-5, with 1 being very negative and 5 being very positive, please answer the following questions:

	1	2	3	4	5	Rating Average
How well do you know your customers?	1.0%	0.0%	15.3%	40.8%	42.9%	4.24
How clean is your current client & prospect database?	3.1%	8.2%	22.4%	43.9%	22.4%	3.74

7. On a scale of 1-5, with 1 being very unaware and 5 being very aware, please answer how aware you are of the following marketing services company names:

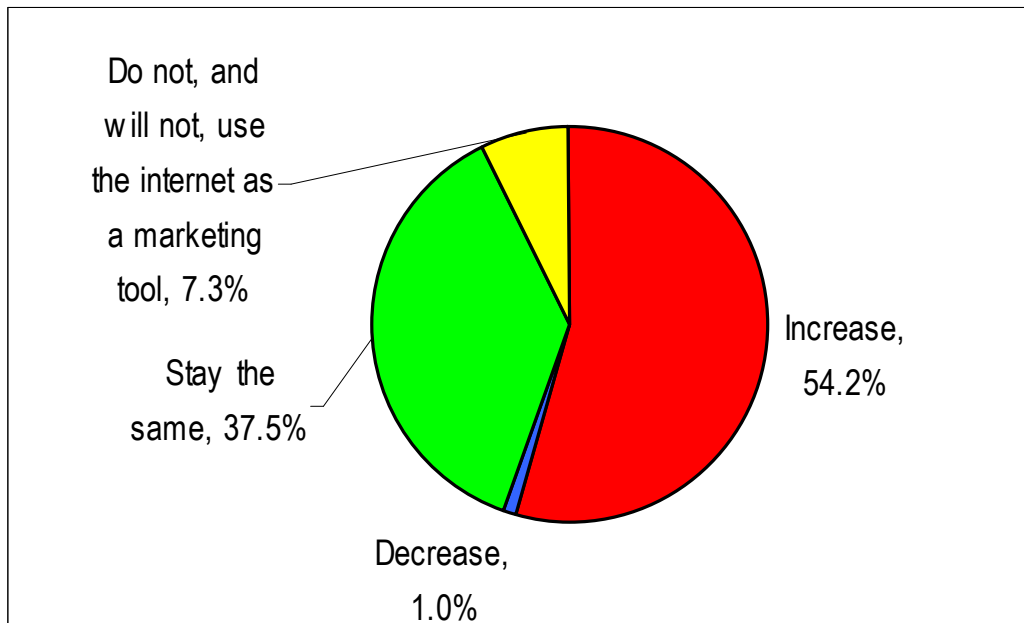
	1	2	3	4	5	Rating Average
Mailing Preference Service	24.7%	12.4%	9.3%	15.5%	38.1%	3.29
The Bereavement Register	54.6%	20.6%	12.4%	2.1%	10.4%	1.92
Experian	6.2%	12.4%	17.5%	12.4%	51.5%	3.90
Electoral Role	5.2%	10.3%	13.4%	13.4%	57.8%	4.08
Telephone Preference Service	16.5%	9.3%	9.3%	14.4%	50.5%	3.81

Part 3: Internet Marketing Activity

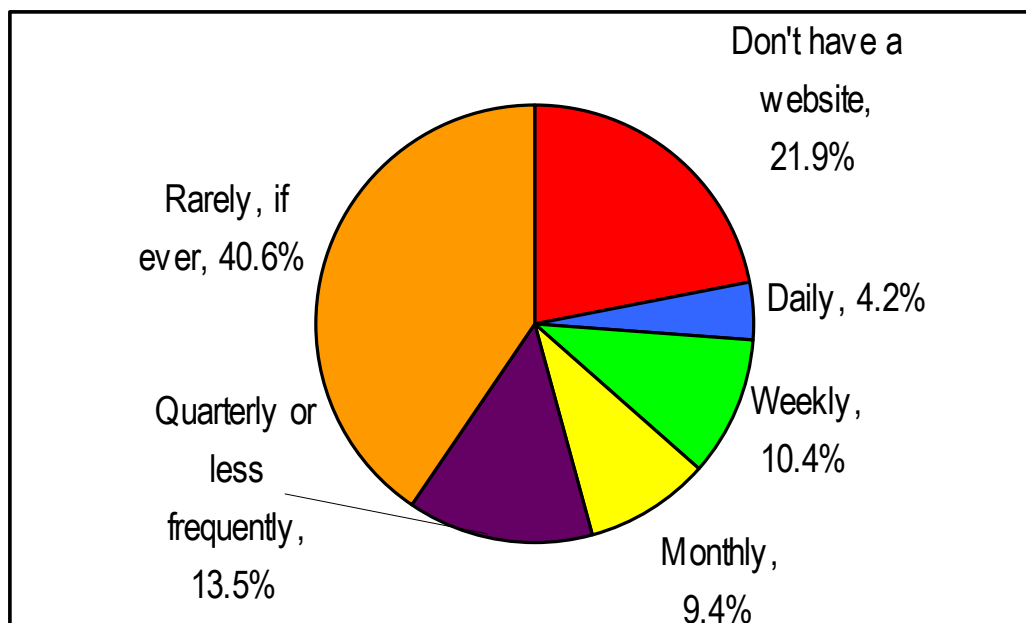
Summary Notes

- 54.2% expect their marketing activity via the internet to increase in the next 12 to 18 months. However, despite this increase, 40.6% of respondents IFAs rarely, if ever, check their website statistics.
- Only 2.1% have a defined internet marketing strategy, although 16.8% consider it part of their overall marketing strategy.
- 26.6% of respondent IFAs stated they were happy or very happy with their online marketing strategy.
- Only MyLocalAdviser (43.8%) and Yell.com (39.0%) received very positive awareness ratings as useful online marketing services for IFAs. All other sites received the lowest awareness ratings.

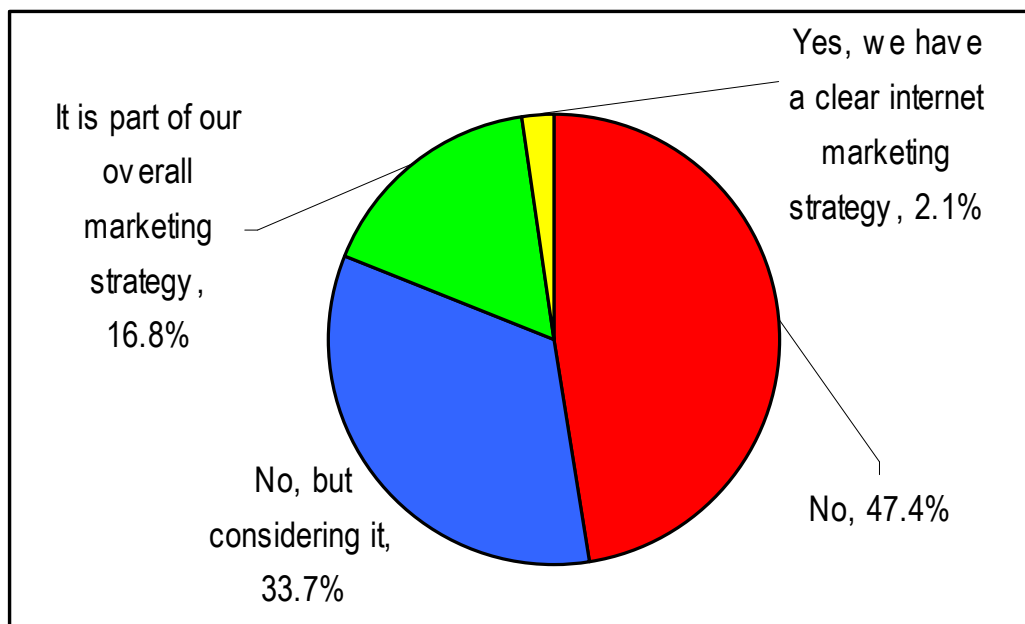
1. Over the next 12 to 18 months is your use of the internet as a marketing tool likely to:



2. How often do you check your website statistics?



3. Do you have an internet marketing strategy for your practice?



4. On a scale of 1-5, with 1 being very negative and 5 being very positive, please answer the following questions:

	1	2	3	4	5	Rating Average
How happy are you with your online strategy?	17.3%	25.5%	30.6%	18.4%	8.2%	2.74

5. On a scale of 1-5, with 1 being very unaware and 5 being very aware, please answer how aware you are of the following as useful online marketing services for IFAs:

	1	2	3	4	5	Rating Average
MyLocalAdviser	14.6%	18.8%	14.6%	8.3%	43.8%	3.47
IFA Life	37.2%	22.3%	12.8%	6.4%	20.7%	2.52
Twitter	53.2%	17.0%	16.0%	3.2%	10.6%	2.01
LinkedIn	57.6%	16.3%	8.7%	8.7%	8.8%	1.94
Ecademy	60.9%	15.2%	6.5%	6.5%	10.9%	1.76
BT Tradespace	59.4%	16.7%	8.3%	10.4%	5.2%	1.85
Yell.com	15.8%	13.7%	10.5%	21.1%	39.0%	3.53



Additional Information

About Us

MyLocalAdviser.co.uk is the UK's most comprehensive financial adviser, mortgage broker and financial intermediary directory. The site was developed to help members of the public find an adviser in their local area.

All advisers on the site are regulated by the Financial Services Authority and cover the complete range of financial products – savings, investments, mortgages, insurance and pensions.

For peace of mind, data is checked monthly against the [Financial Services Authority](#) (FSA) register of authorised firms to ensure that all companies on the site are properly regulated.

MyLocalAdviser is owned and maintained by Matrix-Data Solutions, a customer and business intelligence company since 1985. We have been researching the UK financial intermediary market for more than 20 years.

IFA Life is the world's first professional networking site and financial social network for financial advisers. IFA Life provides help and support for IFAs, Mortgage Brokers and Financial Planners in a place where they can expand their knowledge base within a trusted community of peers.

IFAs use the website to connect, interact and engage with each other. They ask questions, share best practice, debate industry issues, get marketing tips, read news, find events, build their brand and give help and assistance to one another by sharing their skills and knowledge.

For further information, please visit our websites:

- MyLocalAdviser – www.mylocaladviser.co.uk
- IFA Life – www.ifalife.com
- Matrix-Data – www.matrix-data.co.uk



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