

HOW TO HELP ADVISERS DO THEIR JOB

3 KEY THINGS:

1 BUILD BRAND

53%

of advisers say it is important for their clients to **recognise the provider** of the investment products recommended to them.

2 IMPROVE COMMUNICATIONS

shorter, more relevant and useful content would be welcomed by

60%

of the advisers we asked.

More than **1/3** commented that they would prefer actionable insights to the latest product push. Only **6%** want lengthy papers.

3 COMMUNICATIONS SUITABLE FOR END INVESTORS

56%

of advisers would like **content from product providers that they can use directly** with their clients.

2112

If you want to hear more about the research and how 2112 could help you communicate effectively with advisers, call Phil Hawkins on **+44 (0)20 7680 6571** or email **phil.hawkins@2112comms.com**