

# HOW TO COMMUNICATE WITH ADVISERS THE WAY THEY WANT

## 3 TIPS TO FOCUS ON:

1

### ESG.

**Positive sustainable and environmental credentials** were considered increasingly important by

**33%**

of advisers followed closely by **social and ethical impacts** identified as key by

**28%** of advisers.

2

### SOCIAL MEDIA.

While taking a while to gain traction over more **traditional media channels**,

**34%**

of advisers say they now use social media channels such as **LinkedIn, Twitter** and **YouTube** to access financial content.

3

### VIDEO.

A surprisingly low numbers of advisers

**22%**

consider **video a useful resource**.

There is a clear opportunity for product providers to improve video content to make it more relevant and engaging.

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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**