



Welcome to Beacon

We provide digital marketing benchmarks and a community for investment marketers.



Compare your digital
marketing performance with
investment management
firms like your own.

THE COMMON STRUGGLE

Relying on your internal processes to measure marketing success...



You only have access to your own performance for a year-over-year comparison against yourself.



There are **quantifiable** reports available that provide **subjective** reviews of digital performance



You can access irrelevant “financial services” benchmarks that don’t give you the information you need



Your agencies will give you access to **media data**



THE SOLUTION

With Beacon, your team can objectively measure what good looks like in the investment management industry.



Beacon provides data-based benchmarking that enables you to objectively measure **digital marketing performance**.



Compare your digital marketing performance against **peers** to gain a wealth of **knowledge** on how to better your own marketing efforts.

WHAT YOU'LL GET



Meaningful marketing metrics



Access to the Beacon community



Actionable data insights



Your data, your way

Give a little data, get a lot
of clarity on how to make
the best marketing
decisions



BEACON PROVIDES BENCHMARKS ACROSS...



Web



Content



Social



Email

Narrow down your data. Filter by...



Geography

Global

Region

Country



Audience type

Retail

Institutional

Wholesale



Category

Product

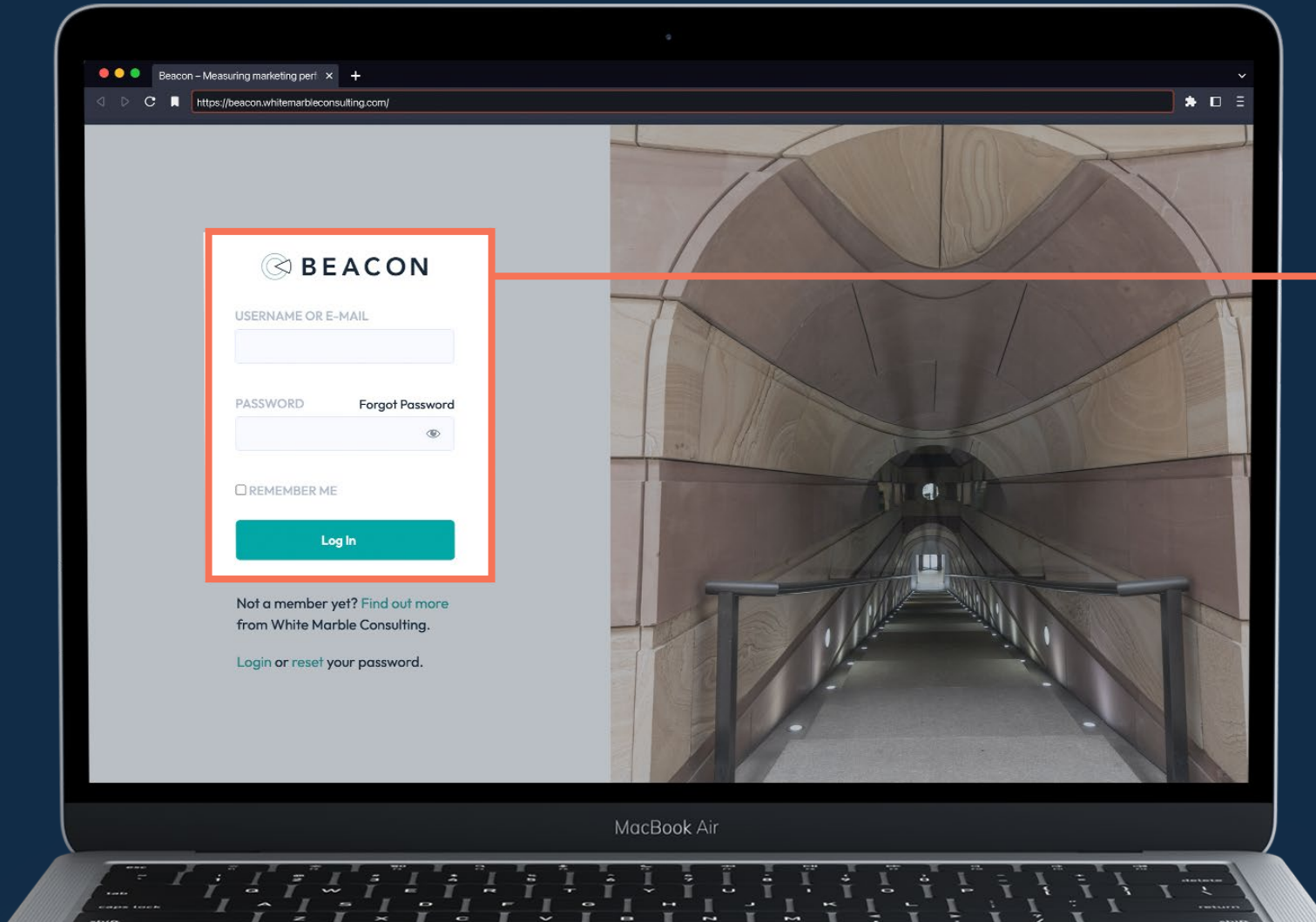
Content

Corporate



ACCESS BEACON DATA THROUGH YOUR ONLINE DASHBOARD

Gather insights and connect with your Beacon community.

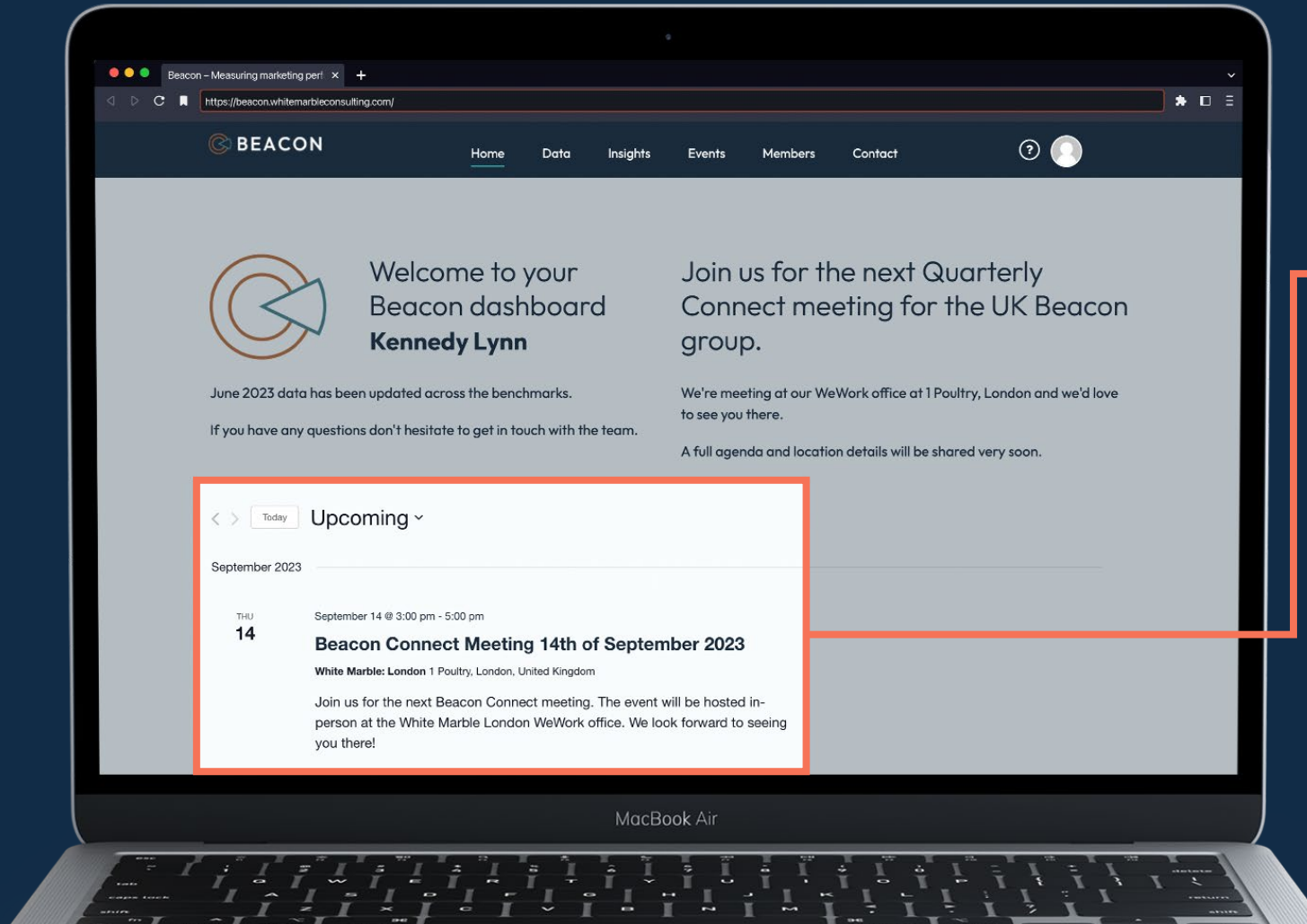


Step 1
Login to the Beacon
Dashboard



ACCESS BEACON DATA THROUGH YOUR ONLINE DASHBOARD

Gather insights and connect with your Beacon community.



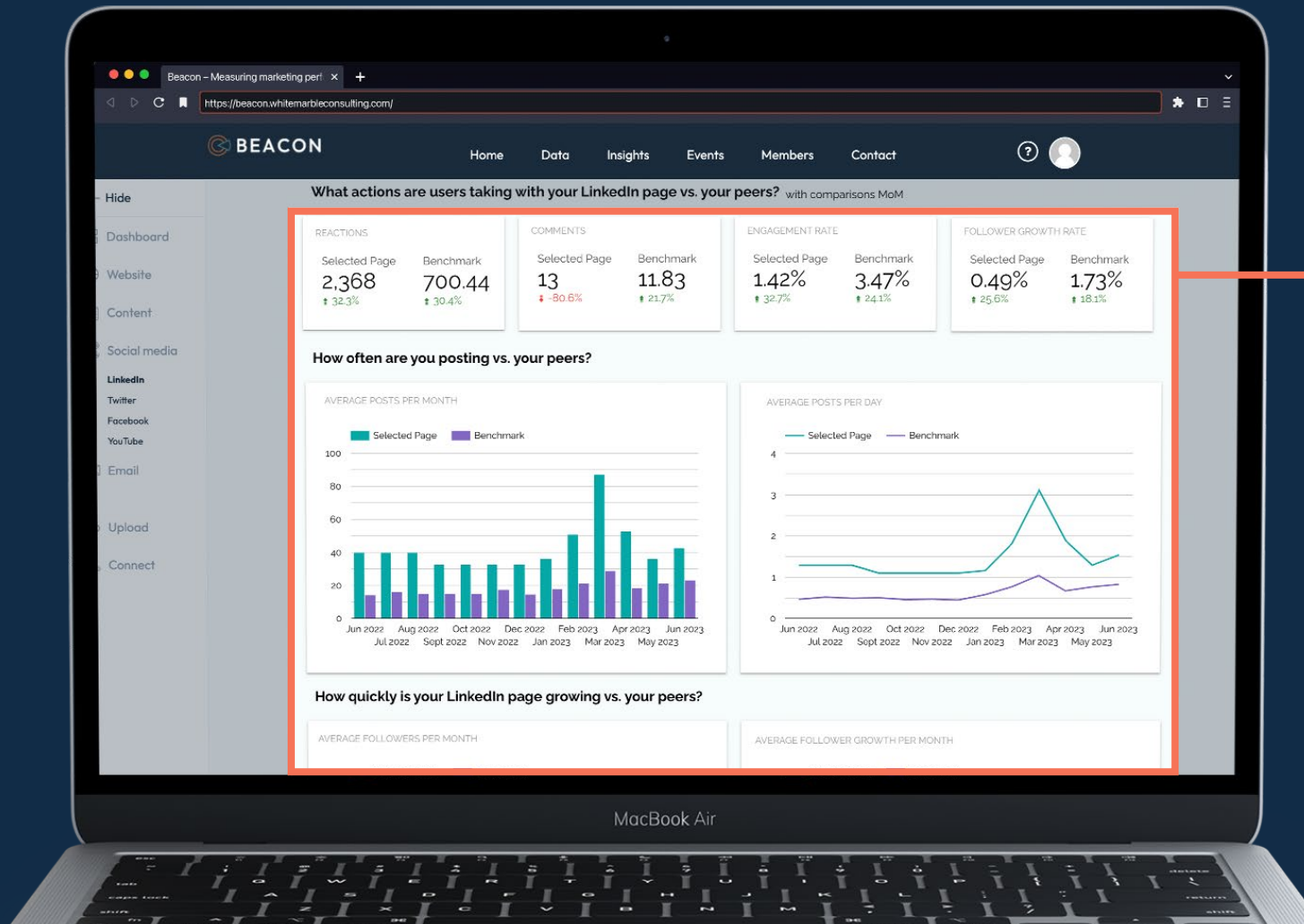
Step 2

Access the most recent insights and find out details for the next Beacon Connect event.



ACCESS BEACON DATA THROUGH YOUR ONLINE DASHBOARD

Gather insights and connect with your Beacon community.

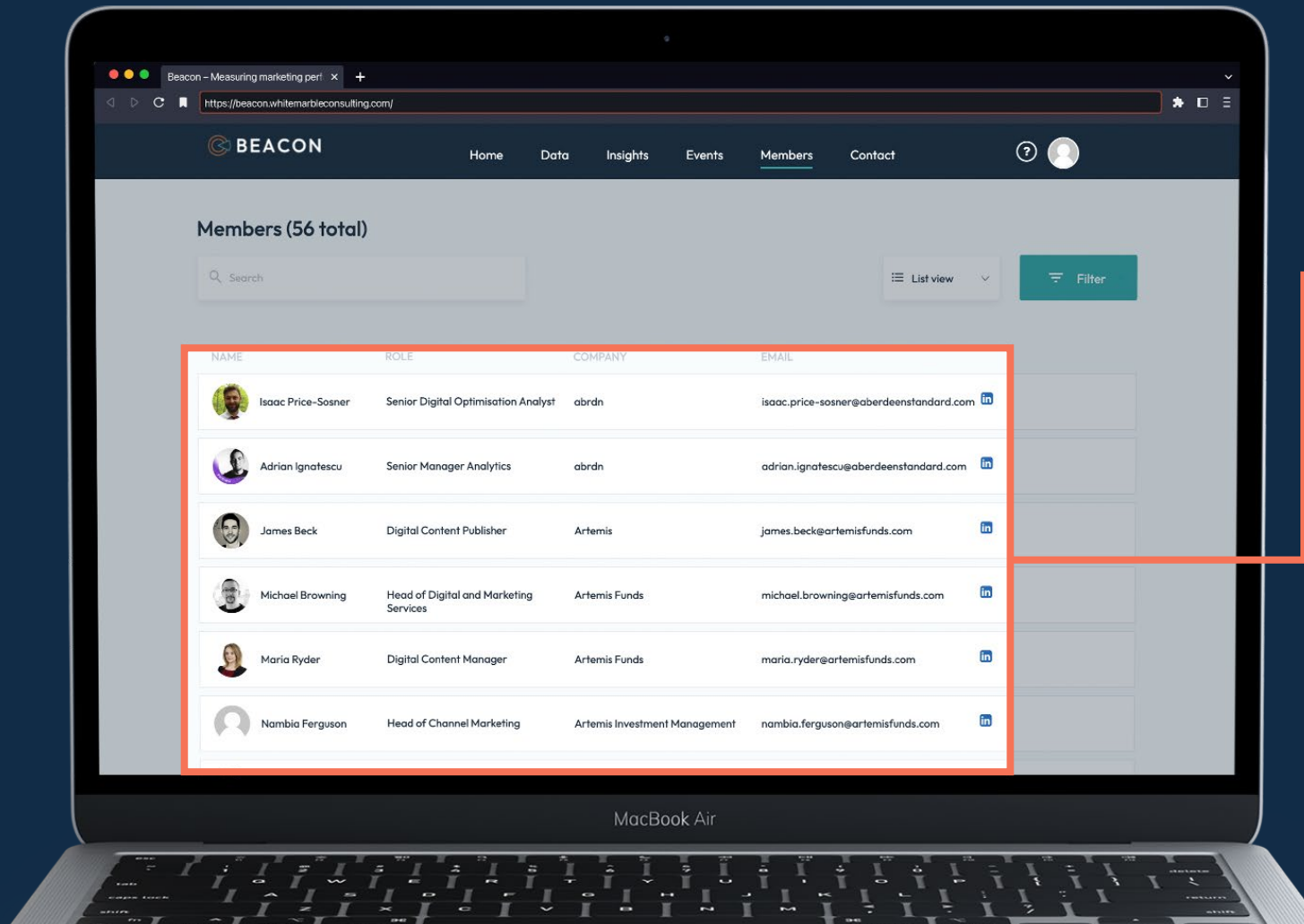


Step 3
Divulge in data.



ACCESS BEACON DATA THROUGH YOUR ONLINE DASHBOARD

Gather insights and connect with your Beacon community.



Step 4
Connect and network
with a community of
investment marketers.

Become *the* expert of your
firm's digital marketing
performance.



SHARE & LEARN

It's not all about the data

Beacon Connect meetings take place quarterly and provide the opportunity for investment marketers to share and learn from one another.

We encourage members of the Beacon Community to **network, share common challenges, ask questions, and discuss best practices.**

Hosted either online or in-person, we will share recent data trends and bring along a guest speaker to discuss relevant topics in the industry.

Photo from a recent Beacon Connect event – February 2023.





Who is a member of the UK/EU Beacon Community?



LORD ABBETT





Who is a member of the US Beacon Community?





PRICING

Beacon subscription pricing – US

Small firms

Under \$20 billion AUM

\$5,000

per year

- Global website set up
- Invited to quarterly Connect meetings
- Dashboard access to view benchmarks across web, social, email, search, and site quality

Mid/Boutique

Between \$20 and \$50 billion AUM

\$10,000

per year

- Global website set up
- Invited to quarterly Connect meetings
- Dashboard access to view benchmarks across web, social, email, search, and site quality

Large firms

Over \$50 billion AUM

\$20,000

per year

- Global website set up
- Invited to quarterly Connect meetings
- Dashboard access to view benchmarks across web, social, email, search, and site quality

Is your UK/EU counterpart interesting in joining too? Let's talk. Global subscription packages available upon request.



PRICING

Beacon subscription pricing – UK

Small firms

Under £20 billion AUM

£3,250

per year

- Global website set up
- Invited to quarterly Connect meetings
- Dashboard access to view benchmarks across web, social, email, search, and site quality

Mid/Boutique

Between £20 and £50 billion AUM

£7,500

per year

- Global website set up
- Invited to quarterly Connect meetings
- Dashboard access to view benchmarks across web, social, email, search, and site quality

Large firms

Over £50 billion AUM

£15,000

per year

- Global website set up
- Invited to quarterly Connect meetings
- Dashboard access to view benchmarks across web, social, email, search, and site quality

Is your US counterpart interesting in joining too? Let's talk. Global subscription packages available upon request.

Beacon was created
by marketers *for*
marketers.



Delivered to you by the Beacon Team

Andrew Scott
Managing Director



Leading the build and
development of Beacon
processes

Liam Pace
Data Analyst



Development of Beacon and
delivering data insights

Kennedy Lynn
Marketing Analyst



Delivering data analytics and
insights for reporting and
client requests

Ready to learn more?

Let's chat.

beacon@whitemarbleconsulting.com