

# Generative AI's Role in Asset Management Marketing

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**WENTWORTH**  
FINANCIAL COMMUNICATIONS



# Executive summary

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## **Generative artificial intelligence (AI) is creating more than content that looks like it may have been written by a human.**

Among marketing teams at asset managers, AI is generating excitement about how it could unlock new forms of productivity, fear about what it could mean for existing roles, and questions about how to navigate the compliance and legal issues related to AI-produced content—not to mention massive amounts of hype.

To get a better picture of how asset managers are thinking about using AI in their marketing efforts, we surveyed CMOs and other marketing leaders across the industry. Respondents expressed a wide range of views on the impact of generative AI and confirmed that, while everyone's talking about AI, only a few are using it—but many are planning for it.

Our team creates thought leadership and other content for leading asset managers, so we are closely following the adoption of AI. We're excited to share the results of the survey and provide our thoughts on how marketing teams can effectively use this tool to enhance their productivity.

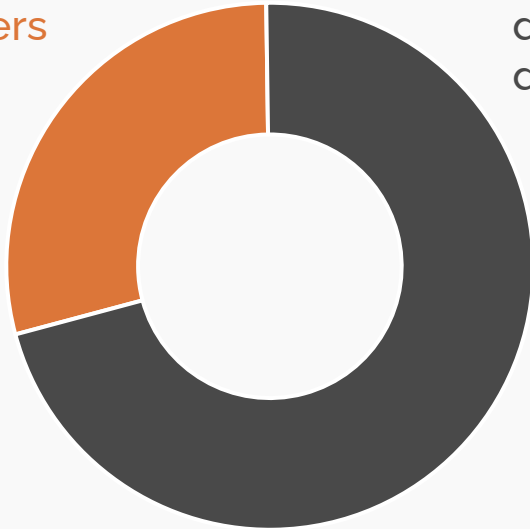
## **Questions we asked asset management marketers included:**

- ▶ What types of content do you plan on using AI to create?
- ▶ How do you plan on using AI to make your team more efficient?
- ▶ What benefits do you expect from using AI?
- ▶ Do you plan on hiring AI specialists or training your team on AI?
- ▶ Do you know (or care) if your vendors are using AI?

# About the survey

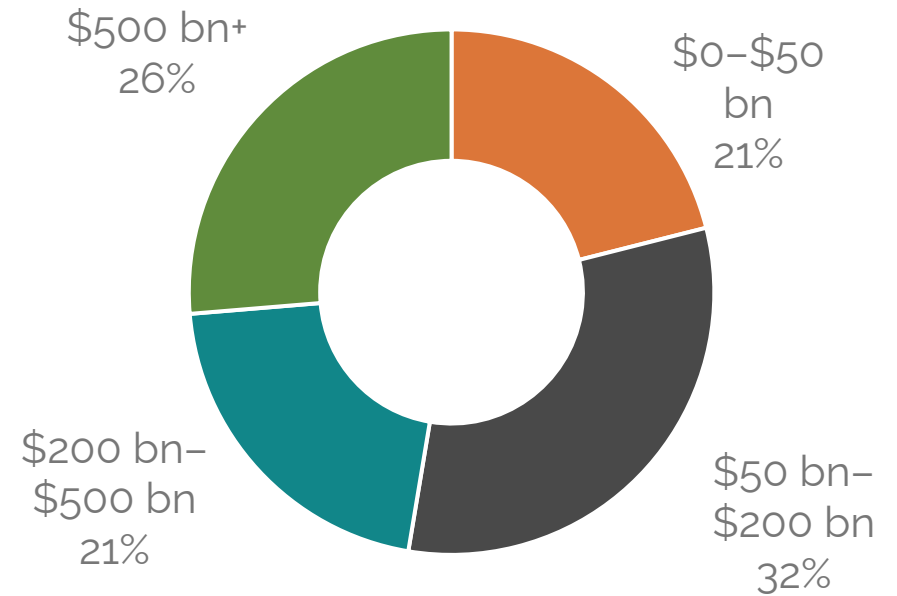
38 survey respondents

11 chief marketing officers



27 professionals across marketing, distribution, and data analytics

Mostly from firms with \$50 bn+ in AUM



# Respondents generally fell into three buckets

Unsurprisingly, there are divergent views in how people think about generative AI. The discrepancy reflects how we are beginning to understand a transformative, unknown technology.

## True believer

- “Control it or lose out to it. It's a **massive opportunity** to improve the work we do without losing the things that make our jobs fulfilling.”
- “Opportunity to provide **scale and time** to market with a very small content strategy/team.”
- “We're excited about the potential **efficiencies** this will bring to our marketing team and enhancements we believe it offers to the client experience.”

## Interested observer

- “Very optimistic but lots of questions still to answer.”
- “Watching, waiting, learning.”
- “We all see the usefulness but have significant concerns about the content generated and have a ‘cease and desist’ on using until it's more thoroughly vetted.”

## Not a fan

- “I think it generates large quantities of low-value content, and I'm not interested in propagating **more junk** on the internet.”
- “Our firm is very focused on the **high risk**.”
- “Not impressed with what we've seen to date on content creation. What we've seen would have **major compliance issues** as it tends to overstate, oversimplify, and promise.”

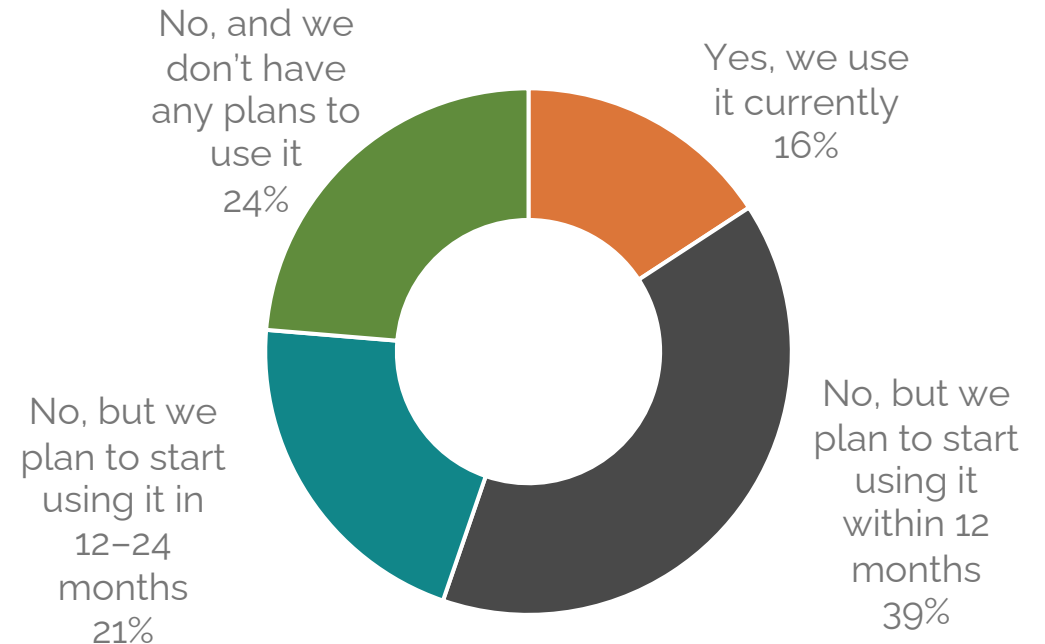
# Everyone's talking about AI, but not many are using it—yet

Despite all the attention it's generating, fewer than 1 in 6 respondents are currently using generative AI.

But we may be at an inflection point. More than three of four respondents (76%) either currently use AI or plan to use it within the next two years.

“It will be very useful, but we need to move cautiously, testing the capability on internal use cases.”

Does your firm use generative AI to support your marketing efforts?



# AI is already helping create educational content—and doing it quickly

Respondents currently using AI indicated that it's helping them create educational content.

While a small sample size, the signals make sense. In our experience, AI does a solid job of writing about topics that are already well-covered and where there is an existing consensus view. But AI isn't as well-suited for generating content that needs to be more creative or insightful.

Current users also said that executing tasks quickly was AI's biggest benefit.

Which types of marketing content do you currently use generative AI for?



**Top choice:**  
**Educational articles**  
100% of respondents

Which benefits has generative AI provided for your marketing efforts?



**Top choice:**  
**Speed**  
100% of respondents

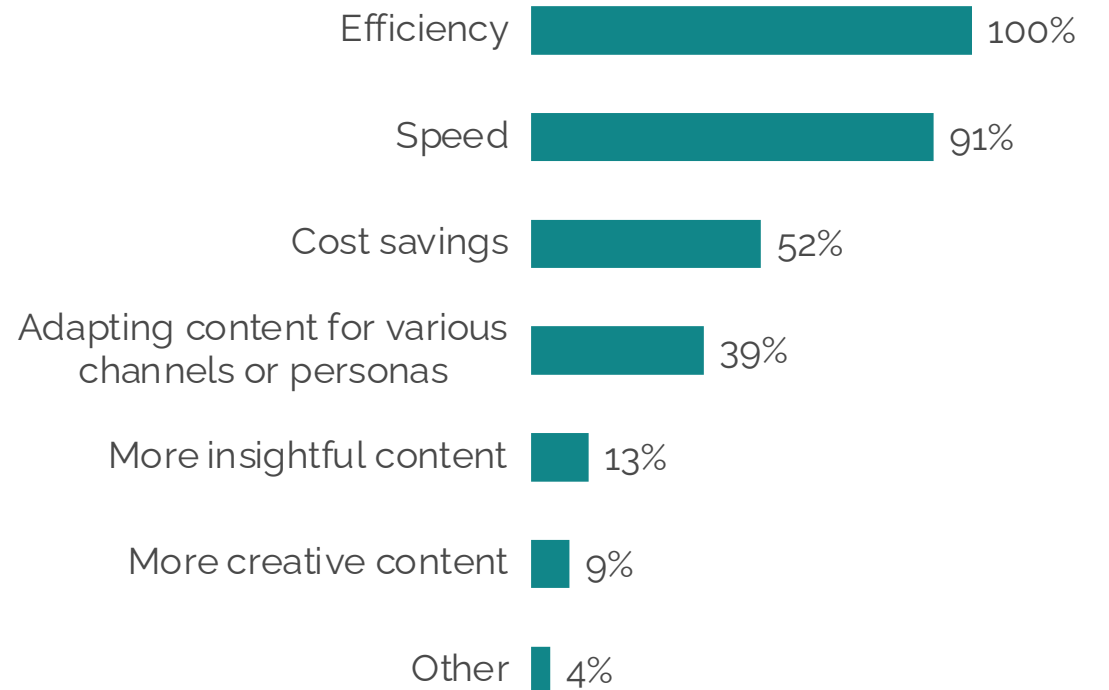
# Expected benefits of AI: efficiency and speed

It's not surprising that efficiency and speed are the top two expected benefits by a wide margin.

But marketers are well-aware of AI's current limitations in terms of generating content that advances the conversation—and setting their expectations accordingly.

“Generative AI can be used as a tool to supercharge our marketers. We will be able to repurpose content faster, brainstorm ideas, and more efficiently consume large volumes of data and information.”

Which benefits do you expect generative AI to provide for your marketing efforts?



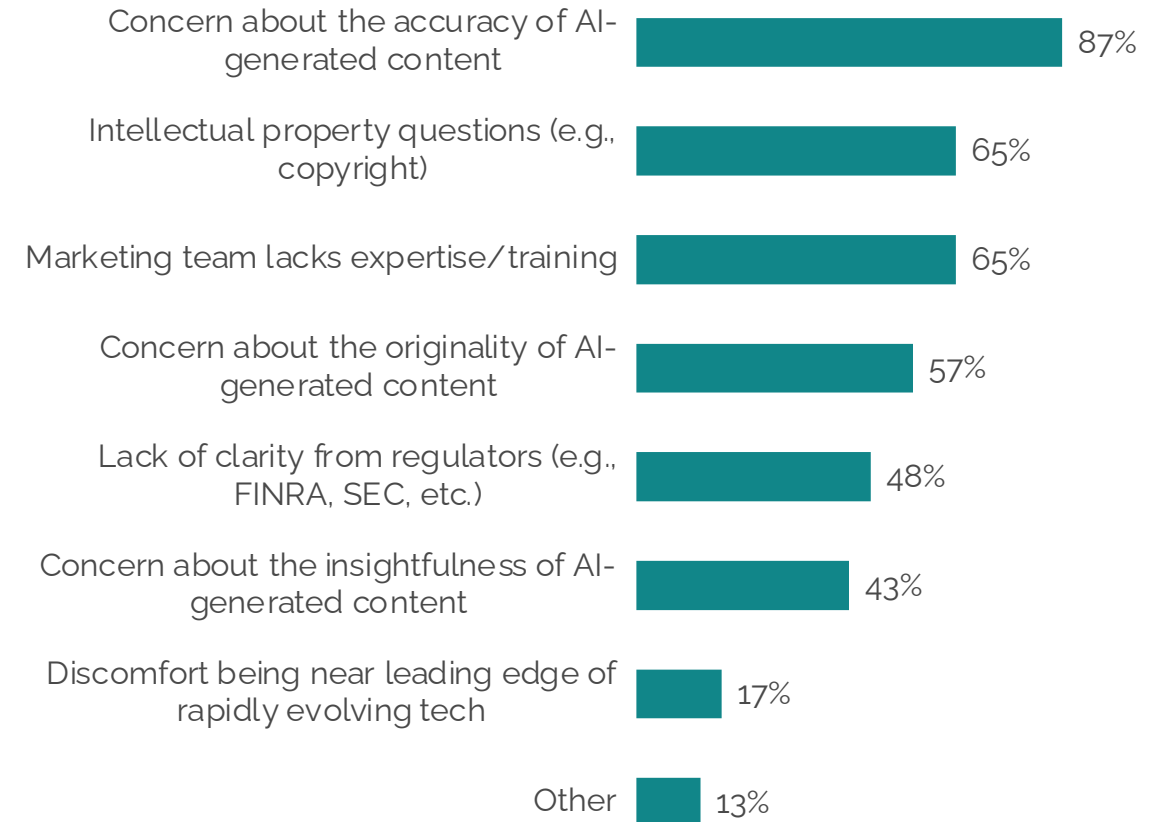
# Accuracy is the top concern, but compliance issues loom large

As expected, concerns about accuracy top the list of barriers to implementing AI. But compliance-related concerns—intellectual property, originality, and unclear regulations—were also named among top barriers.

We believe that legal and compliance issues will have the greatest influence in how quickly AI is adopted by marketers in asset management. That said, compliance concerns should not lead to a blanket 'no' to the use of AI. Avoidance isn't a strategy.

Compliance teams were slow to get comfortable with social media 15 years ago. But marketers recognized its impact and worked with compliance teams to develop sensible policies that allowed asset managers to use the tool. Marketers and compliance teams should follow a similarly collaborative path with AI.

## What are the most significant barriers to using generative AI in marketing?





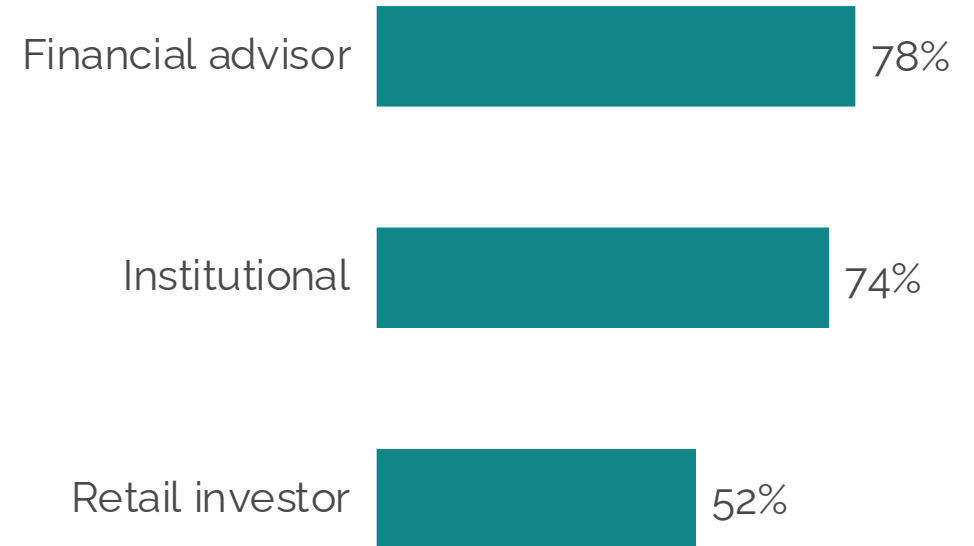
# Advisory and institutional channels expected to get more AI focus

Given AI's perceived limitations in creating insightful content, it's surprising that marketers plan to use AI-generated content for advisory and institutional channels more than retail.

We believe that AI is much better at creating content that strikes the right level of sophistication for retail investors than for the other two channels.

Conversely, advisors and institutional investors typically don't benefit from content that simply summarizes topics that are already well-understood in investing circles—one of AI's strengths.

For which channels do you plan on using generative AI to create marketing content in the next 24 months?



# Email is the most common expected use case

It makes sense that email is the top expected type of content for generative AI, given the often-formulaic nature of how emails are produced and adapted for different channels.

We are surprised by the high ranking of thought leadership, however. Thought leadership, by definition, should represent an organization's best thinking and have a distinct point of view.

AI's ability to summarize consensus views doesn't translate well to white papers, market commentaries, or other content that is expected to advance the conversation and articulate the expertise of portfolio managers, analysts, or other investment leaders.

## Which types of marketing content do you plan on using generative AI for in the next 24 months?



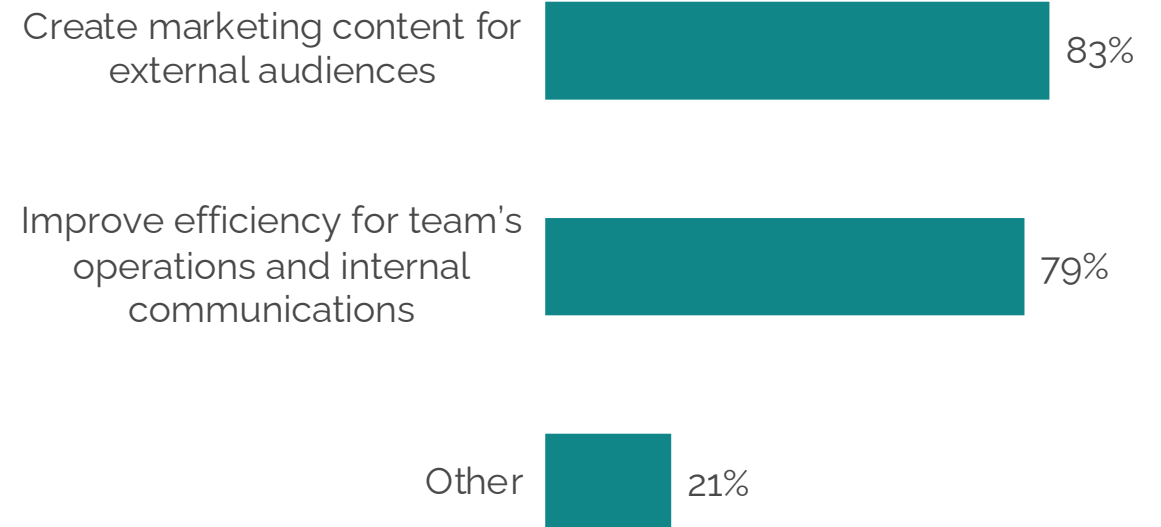
# Generative AI is not just about creating content

When they hear "generative AI," many marketers may initially think of creating content for clients and prospects.

But most survey respondents recognized the potential for increased internal efficiencies to be as important as creating content for external consumption.

It's encouraging that marketers are thinking broadly about the diverse ways that AI can enhance the value they deliver for the firm and its clients.

## How do you plan on using generative AI to support your marketing efforts?



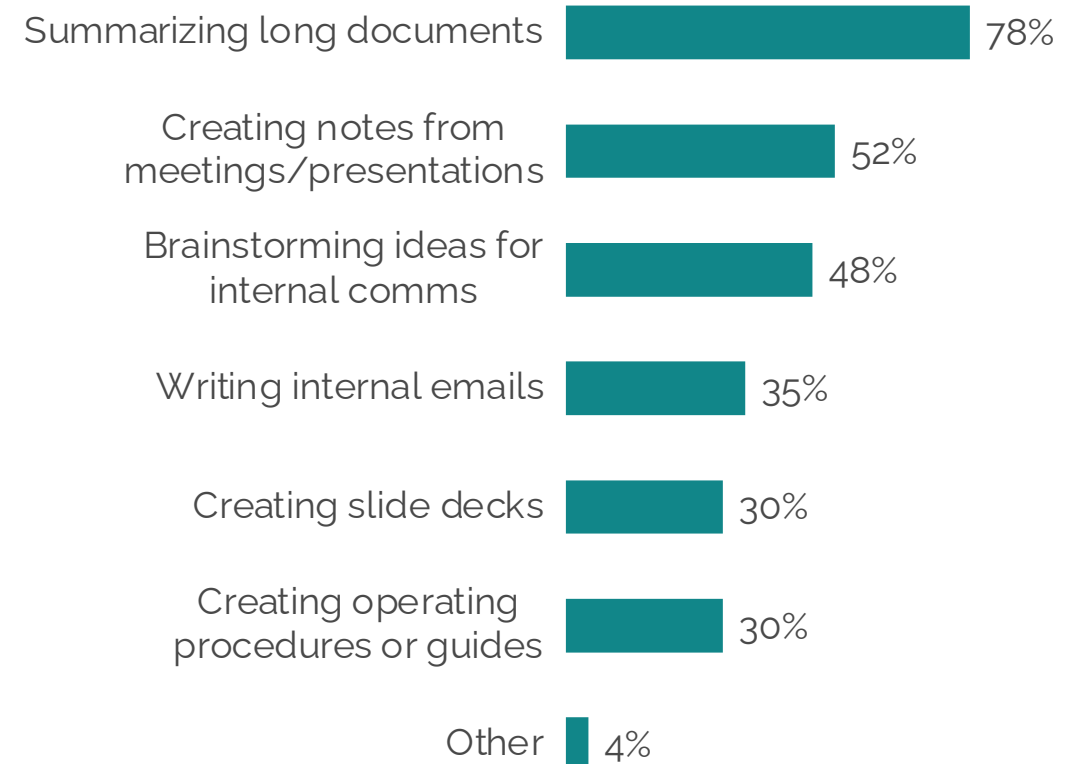
# Marketers expect AI to help with time-consuming, less-creative tasks

Many marketing teams anticipate using AI for tasks that take a lot of time but don't require creativity or original thinking.

By embracing the potential for AI to enhance their efficiency, marketers recognize AI not as a threat, but as a resource that allows them to spend more time on the high-value work that only humans can do.

This dynamic reflects what has happened throughout history in other industries. As technology gains the ability to do lower-value tasks, it enhances the value of humans who excel at the tasks that require intuition and nuance.

## Which internal or operational tasks do you plan on using generative AI for in the next 24 months?



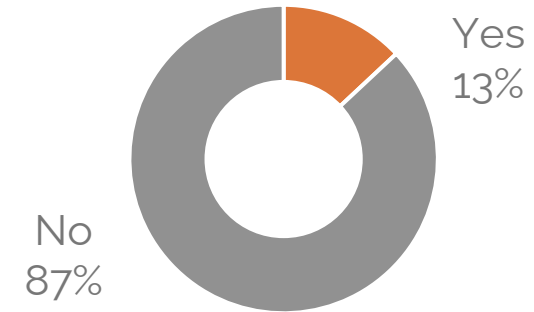
# Not hiring yet, but planning to train

Given that two-thirds of respondents deemed lack of expertise to be a barrier to adopting AI, it's surprising that so few plan to hire AI specialists.

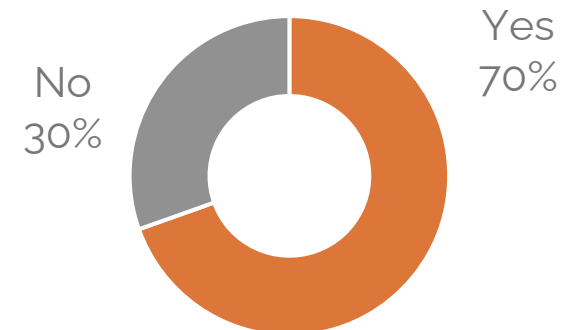
Instead, many said they'll invest in training existing staff on the applications and uses of AI technologies.

In the next few years, however, we expect hiring AI specialists to become a growing priority for asset managers. As AI becomes more advanced (and as the pool of AI experts grows), firms will likely look to hire these specialists rather than trying to retrain existing colleagues.

Do you plan on hiring any generative AI specialists in the next 12 months?



Do you plan on providing generative AI training for your marketing team in the next 12 months?



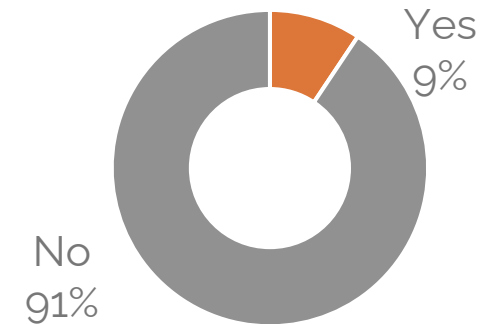
# Most don't know if their vendors are using AI—and many don't care

At Wentworth, we have received very few questions about if we use generative AI. So the fact that many marketers don't know if their vendors are using it reflects our experience.

Similarly, we're not surprised that more than half of respondents don't care if their vendors are using AI. These results, however, merit some context.

This survey was given to marketing, sales, and product team members. It's safe to assume that compliance officers are much more concerned about what tools the marketing team's vendors are using. It's also worth noting that many vendors' master services agreements, as currently written, may preclude them from using AI for client work.

Do you know if your marketing vendors use generative AI in the work they produce for you?



Do you want your marketing vendors to use generative AI in the work they produce for you?



Top chart n=32; bottom chart n=31.

# Final thoughts

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Marketers are heading into uncharted waters with generative AI. But that doesn't mean you can afford to stay on the shore.

Marketers' concerns about quality, accuracy, intellectual property, and compliance are well-founded when it comes to generative AI. But similar concerns have accompanied the advent of nearly every technology-driven marketing tool.

As with any tool, the impetus is on marketers to figure out how to use AI to enhance their teams' productivity and creativity—while partnering with compliance to understand and mitigate the risks.

At Wentworth Financial Communications, we will continue following developments in generative AI. We welcome the opportunity to share our ideas about how you can enhance your team's ability to create investment-grade content more efficiently.

# About Wentworth Financial Communications

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We create investment-grade thought leadership and content marketing for the financial services industry's leading firms and brightest minds.

As a team of writers, editors, and content strategists who are native to the investment industry, our financial services experience empowers us to tackle any topic, no matter the level of complexity. We partner with organizations that realize that their people—and their ideas—are the firm's most valuable assets.

Learn more about our team and our services at [wentworthwriting.com](https://wentworthwriting.com).

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## Contact us

Whether you're looking to elevate your content strategy or create industry-leading thought leadership and product collateral, we're here to strengthen your brand.

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