

FROM AWARENESS TO ASSETS:

Why Marketing Matters for Registered Funds

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SPEAKERS

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AGENDA

Awareness to Assets—Our speakers

The Why—Understanding why Marketing matters

The Pillars of Creation, Activation and Amplification

Intersections with the Client Investment Journey

What Success looks like

Compliance / Regulatory lenses

Bringing the impact of Marketing to life



WHY AS A DIRECTOR YOU SHOULD CARE ABOUT MARKETING AND THE CLIENT JOURNEY

- Responsibilities of a Director
 - Making Distribution Agreement decisions based on informed/good business judgement
 - Understanding the environment and alternative options/capabilities
 - Ensuring proper compliance oversight
 - Seeking efficiency and effectiveness



POLLING QUESTION 1

How often is marketing a dedicated agenda topic during your fund board meetings?
(Choose 1)

- a. Regularly, multiple times a year
- b. Annually, typically once a year
- c. Usually, combined with Distribution or Product Development Updates
- d. Rarely have a dedicated discussion



DIRECTOR CONSIDERATIONS

- **How often is marketing a dedicated agenda topic during your fund board meetings?**
- Are the marketing, distribution and product development strategy aligned?
- How does the marketing strategy impact the distribution effort?
- How should the CMO interact with the Funds Board to promote better understanding of distribution, and its initiatives?
- How do you measure success?
- How well do you understand your fund's target investor and how marketing shapes their expectations?
- How do the marketing strategies align with the fund's objectives and investor needs?
- What is the process of developing a marketing plan for new funds or legacy products?

WHAT IS MARKETING TODAY?

Product Marketing Pillars



Content Creation

Develop compelling content that resonates with your audience and positions you as a thought leader.



Content Activation

Distribute your content through campaigns and digital marketing to raise brand awareness and guide your audience in understanding your firm or product.



Content Amplification

Enhance your visibility and expand the reach of your content across events, networks and other prominent channels.



MARKETING TODAY

Content Creation

- Fact sheets / FAQs
- Editorial content
- Visual content (videos, infographics, decks, etc.)
- Educational content

Content Activation

- Landing pages
- Social media platforms
- Third-party vendors sites

Content Amplification

- Events
- Thought leadership opportunities (such as panels, podcasts, etc.)
- Email campaigns (newsletters)

Nasdaq's 2025 ETF Retail Investor Report Findings

+6%

Millennial interest in long-form articles

+19%

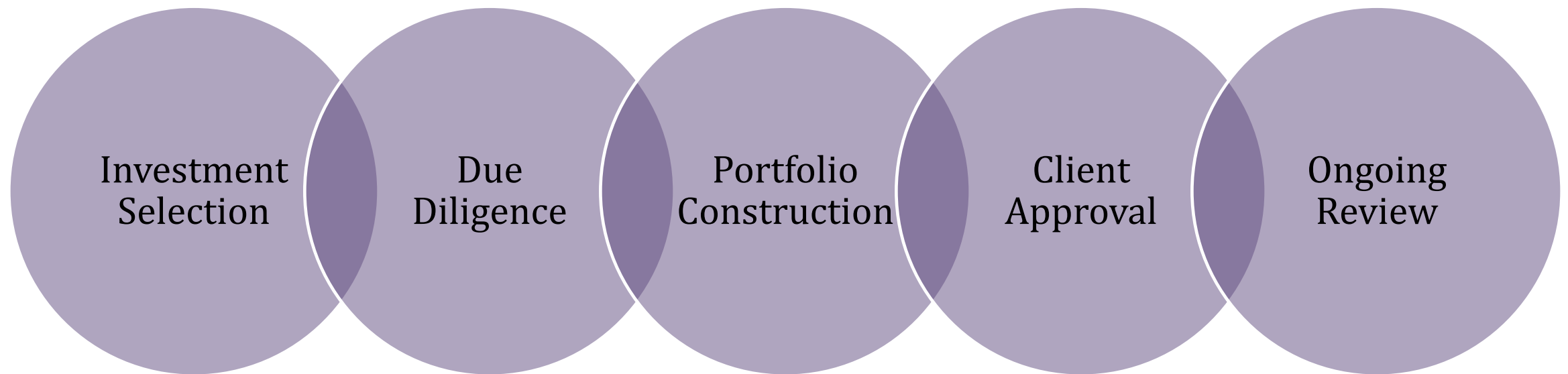
GenZ interest in videos longer than 2 minutes

-11%

GenX interest in short form articles



INTERSECTING WITH THE CLIENT (INTERMEDIARY) INVESTMENT JOURNEY





POLLING QUESTION 2

When is the most impactful marketing intersection during the client journey?

- a. Investment Selection
- b. Due Diligence
- c. Portfolio Construction
- d. Client Approval
- e. Ongoing Review



DIRECTOR CONSIDERATIONS

- **When is the most impactful marketing intersection during the client journey?**
- How does your advisor ensure marketing and sales consistency across multiple intermediaries or sales groups?
- Are there incentives in the distribution chain that could affect how funds are sold or positioned?
- How is the investor journey different across share classes or investment vehicles in your fund complex?
- How does the Advisor support investor education alongside marketing to clarify complex products?
- Are educational materials tailored for different investor segments to aid decision-making?
- How is the investor journey and experience monitored and reviewed by the adviser? (Consider the use of Intermediaries or direct to investor sales models)



HOW TO MEASURE SUCCESS

Define “Success”

- Ex. Getting your fund on X amount of trading platforms by X date
- Ex. X amount of AUM by X date

Quality Over Quantity

- Ex. 25 form fills from qualified, financial advisors downloading a whitepaper is most likely more impactful than 5,000 nontrackable views on a video

Marketing Attribution

- Showcasing marketing ROI can be difficult without a trackable “sale”
- Be creative! Some firms use unique models to tie marketing engagements (various combinations of views, clicks, impressions, downloads, etc.) to volume, AUM, sales meetings/leads, etc.



POLLING QUESTION 3

What marketing effectiveness metrics does your board receive besides sales/flow numbers? (Choose all that apply)

- a. Website traffic and engagement metrics (e.g., visits, time on site, bounce rates)
- b. Campaign-level performance (e.g., open/click rates, lead conversions, ROI)
- c. Brand awareness or perception tracking
- d. Competitive positioning, market share analysis, brand awareness
- e. Distribution partner engagement metrics (e.g., platform rankings, shelf space, training attendance)
- f. Compliance or risk metrics tied to marketing content
- g. We do not typically receive marketing metrics beyond sales/flows



COMPLIANCE AND REGULATORY

SEC Marketing Rule	Material Consistency	Intermediary vs End Client	Digital & Social Media	Suitability
Covers advertising and performance presentations under Rule 206(4)-1. Board oversight includes understanding how advisers comply.	Ensure all marketing is consistent with the fund's prospectus and disclosures. Misalignment can create legal and reputational risk.	Different rules apply depending on who's selling: Advisers (SEC) vs. Broker-Dealers(FINRA). Oversight must consider the distribution channel.	Use of websites, videos, and social platforms introduces new marketing risks. Review policies, disclosures, and recordkeeping.	Not directly a marketing and compliance item, but the board should understand how marketing content is used and distributed.



DIRECTOR CONSIDERATIONS

- Do you receive oversight reports on marketing compliance and if so, how often?
- How do you have confidence that materials conform with the SEC's Marketing Rule and ensure all investor-facing materials are accurate, timely, and regulatory compliant?
- What process ensures marketing content/materials accurately reflect the risks, costs, product complexities and suitability?
- Are third-party or intermediary-created marketing materials monitored?
- How are communications targeted to respective audiences, approved and updated and evaluated for effectiveness?
- How is technology utilized in sales and marketing and what are the associated risks?



BRINGING THE IMPACT OF MARKETING TO LIFE

Define

- What is our target audience?
- What does success mean to us?

Build

- Ex. Create a multi-channel, integrated marketing campaign around one fantastic whitepaper (email drip campaign, social media campaign, dedicated landing page, targeted digital distribution, speak about it on podcasts, media opportunities, bring onsite at conferences, etc.)

Collaborate

- Expand your budget and reach through strategic collaborations, like exchanges
- General recommendation: Marketing budgets should be 10%-15% of forecasted following year budget
- The evolution of AI can help alleviate budget stress by doing manual / execution-based work

FULFILLING YOUR MARKETING RESPONSIBILITIES-- TAKEAWAYS



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