

Conscious Capital Management

Marketing Campaign Recommendations



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Introduction

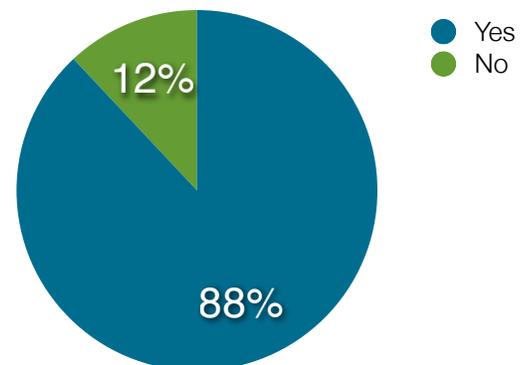
Conscious Capital Management (CCM) is a wealth management firm focusing on its clients' values by including socially conscious companies in its portfolios. This firm believes investing in sustainable businesses ensures the best financial outcome for its clients and the Madison community. CEO of Conscious Capital Management, Brian Bengry, is interested in developing a marketing campaign to promote his company. While developing this campaign, we considered the costs, methods, and projected success of each recommendation.

After meeting with Mr. Bengry to learn more about his vision for the company, we focused our efforts on three target audiences: high-net-worth individuals (HNWI's), sustainable individuals (most likely middle-aged), and the younger generation (college students, recent college graduates, and young professionals). These three audiences are composed of ideal clients for Conscious Capital Management, and a successful marketing campaign will persuade them to transfer their assets. High-net-worth individuals have the capital to help grow the firm's market share, but are not usually offered the choice to sustainably invest. Sustainable individuals hold similar values to CCM, but the wealthier individuals in this group are difficult to reach. Finally, the younger generation needs more education about how to successfully manage its money, which will build CCM's "Beginner's Plan" client base. The following recommendations outline how to reach these target audiences.

High-Net-Worth Individuals

Background: For the purpose of this report, a high-net-worth individual is someone in the community (either Madison or the surrounding areas) who has a net worth of \$1 million or more. To attract these people, Conscious Capital Management must understand high-net-worth individuals' current relationship with investment management firms. High-net-worth individuals' values are changing, but the services they are offered are not. In a study done by the Social Investment Forum Foundation in 2009, titled *Investment Consultants and Responsible Investing*, 41 high-asset wealth management firm employees were surveyed about their clients' interests. Eighty-eight percent of respondents expected their clients' interest in environmental, social, or governance (ESG) issues to increase in the next three years (Figure 1). Despite this perception, more than three-fourths of the firms did not regularly discuss ESG integration.¹ Clearly, high-net-worth individuals care about socially conscious investing, but are not regularly given the choice to practice it. Conscious Capital Management should present its expertise to this group, and capitalize HNWI's expanding interest in sustainable investing.

Fig 1: Will client interest increase?



Marketing Strategy: We suggest that Conscious Capital Management hold an exclusive brunch for a small group of high-net-worth individuals. As implied above, high-net-worth individuals are not regularly exposed to CCM's investing strategies. At this event, guests would enjoy a nice meal while listening to an engaging, informative presentation by Mr. Bengry. For the guest list, it would be in CCM's interest to use the list of potential clients Mr. Bengry currently has or compile a list of community nonprofit organizations' donors. In particular, nonprofit donors show expendable capital, as well as an interest in the community's welfare.

The invitations for the event should be as environmentally sustainable as possible, while maintaining a certain elegance. We found two websites that provide a sustainable invitation service. The first, more expensive option is the "Enchantment" invitation in the Wedding section on earthlyaffair.com, a website specializing in earth-friendly invitations. This particular invitation set is made of 100% recycled paper. The catch is that 25 invitations must be ordered as a minimum, costing \$92.50.² A second, less expensive option is choosing a sustainable invitation style from zazzle.com's invitations, announcements, and invites page. All of these styles use 100% post-consumer recycled material for under \$3.00 per invitation, with a minimum of 10 per order.³

The venue we suggest is L'Etoile Restaurant near the capitol in Madison, WI. The restaurant's values align with CCM's; L'Etoile focuses on supporting the local community and economy by using ingredients from local farms. Additionally, they educate their employees and local school children about sustainable food choices. Private dining at this restaurant creates an intimate atmosphere. Each plate for a guest costs \$75. While there is a 15 guest minimum for private dining, this restaurant could be a possibility for CCM if each guest brought a spouse, friend, or younger family member to share in the experience. While there are undoubtedly cheaper options, we believe that L'Etoile offers the best overall experience: community-minded fine dining.⁴

We also suggest that Conscious Capital Management collect attendee feedback. A guest evaluation at the end of each presentation would be beneficial because CCM would not only gain valuable feedback, but could use positive comments in future presentations or advertisements. A simple paper evaluation would cost very little, especially because of the purposefully low attendance of the event.

Sustainable Individuals

Background: Our second target audience, sustainable individuals, are those in the community who care about the environmental, social, and/or economic issues that Madison faces. This audience is typically middle-aged. While their values already reflect those of Conscious Capital Management's, they may or may not be knowledgeable about socially conscious investing principles.

Marketing Strategy: This target audience is involved in the community, so we recommend advertising in local, community-oriented magazines. *On Wisconsin* is our top

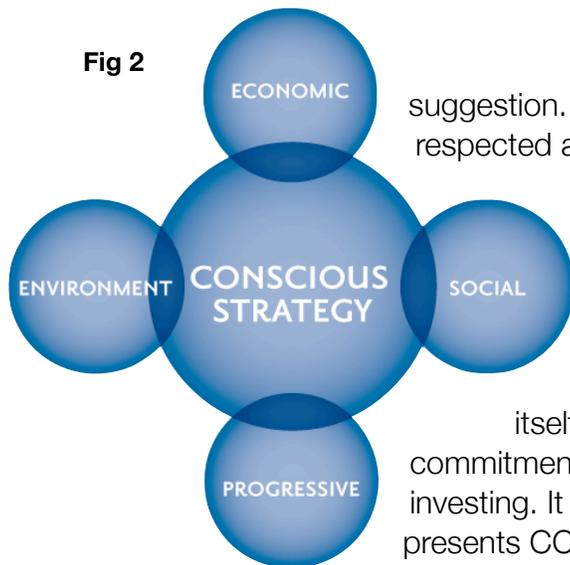


Fig 2

suggestion. *On Wisconsin* is one of the most widely read and respected alumni publications in the country. The spread of circulation is 307,000 people, but reaches over 614,000 people when “pass-alongs” are included. Color ads range from \$3,745-\$9,365, while black and white ads range from \$2,250-6,690.⁵ Exact pricing (taken from *On Wisconsin*’s website) can be seen in Appendix A of this report. The advertisement itself should highlight Conscious Capital Management’s commitment to fostering a better community through sustainable investing. It is a good idea to include the graphic in Figure 2, as it presents CCM’s philosophy in a very straight forward manner.

Younger Generation

Background: The third audience we recommend targeting is the younger generation, which constitutes anyone between the ages of 18 and 30. This audience will grow your “Beginner’s Plan” client base. By educating this age group about socially conscious investing, they may not only be lifelong clients, but mold a generation’s view on the positive impact money can have on our society.

Marketing Strategy: Twitter is a social-networking and micro-blogging website that is very popular among the younger generation today. Many wealth management firms already have Twitter accounts to update current and potential clients about deals, financial news, and relevant links. By creating a Twitter account at Twitter.com, Conscious Capital Management could reach a large audience in a very non-aggressive manner. According to the May 2010 article *How Social Media are Changing Money Management*, Twitter allows clients to “follow” a firm without any direct face-to-face interaction. This allows the potential client to passively evaluate the company’s values, or even the investor’s personality, before making a decision. This way, the whole process is a lot more friendly and non-threatening for the follower.⁶ Twitter would allow Conscious Capital Management to interact with potential clients daily.

Another benefit mentioned in the article, is that Conscious Capital Management can get direct feedback - positive, negative, or neutral - from potential clients when they respond to “tweets” or postings. There are many tools available to help analyze the effectiveness of a firm’s Twitter use, as well. Twitter Analyzer provides graphs and data describing the total number of members reached, percentage of tweets that are “retweeted,” links read, and other relevant information.⁷ SocialBakers is another useful tool that provides specific demographic statistics in order to target this younger generation.⁸ Social media is one of the most cost effective marketing strategies, as the service is free. The only cost would be in the time it takes to create, update, and evaluate CCM’s Twitter

page. A marketing or communications intern could be hired for this job and paid a modest wage.

Conclusion

Conscious Capital Management believes in sustainable and socially conscious investing, without compromising profit. CCM has a strong set of values that investors will embrace, but needs the correct marketing tools to reach those potential clients. We recommend targeting high net worth individuals through an intimate, exclusive brunch; sustainable individuals through magazine advertising; and the younger generation through social media. Focusing on these three audiences will give Conscious Capital Management a broad marketing campaign with specific strategies for optimal success.

Appendix A

Pricing Chart and Ad Dimensions for On Wisconsin!

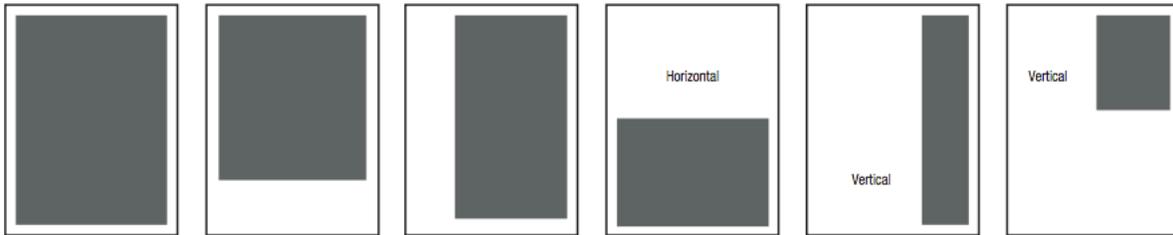
On Wisconsin

Full Color	1x	2x	3x	4x	5-7x	8x+
Full Page	\$9,365	\$7,915	\$7,415	\$6,955	\$6,425	\$6,000
2/3 VT	\$6,955	\$6,010	\$5,640	\$5,280	\$4,850	\$4,475
1/2 HZ	\$5,350	\$4,545	\$4,250	\$3,980	\$3,585	\$3,195
1/3 VT	\$4,280	\$3,580	\$3,350	\$2,970	\$2,750	\$2,500
1/4 Page	\$3,745	\$3,085	\$2,885	\$2,715	\$2,400	\$2,125
Inside						
Back Cover	\$10,000	\$9,000	\$8,500	\$8,000	\$7,500	\$7,000

Black & White

Full Page	\$6,690	\$5,800	\$5,355	\$5,075	\$4,650	\$4,425
2/3 VT	\$5,135	\$4,415	\$4,070	\$3,805	\$3,615	\$3,400
1/2 HZ	\$4,015	\$3,345	\$3,090	\$2,845	\$2,675	\$2,450
1/3 VT	\$2,945	\$2,350	\$2,060	\$1,825	\$1,600	\$1,385
1/4 Page	\$2,250	\$1,805	\$1,650	\$1,475	\$1,280	\$1,075

Ad Dimensions: (Forward under 40 — 1/2 page and full page formats only)



Full page
(7.375" x 9.875")
Bleed
(9.625" x 11.125")

Full page
back cover
(7.375" x 8.25")

2/3 page
(4.75" x 9.125")

1/2 page
(7.375" x 4.375")

1/3 page
(2.25" x 9.125")

1/4 page
(3.5" x 4.375")

References

- ¹ Social Investment Forum Foundation. Investment Consultants and Responsible Investing: Current Practice and Outlook in the United States. 2009. Retrieved December 4, 2011, from http://www.community-wealth.org/_pdfs/articles-publications/sri/paper-voorhes.pdf
- ² Enchantment Invitation - An Earthly Affair earthlyaffair.com. (n.d.). *Environmentally Friendly Invitations for Weddings, Parties, and Showers - An Earthly Affair* earthlyaffair.com. Retrieved December 4, 2011, from <http://www.earthlyaffair.com/product/26.8.1/Enchantment-Invitation.html>
- ³ Sustainable Invitations, Announcements & Invites. (n.d.). *Zazzle*. Retrieved December 4, 2011, from <http://www.zazzle.com/sustainable+invitations>
- ⁴ L'Etoile Restaurant. (n.d.). *L'Etoile Restaurant*. Retrieved November 20, 2011, from <http://www.lettoile-restaurant.com/>
- ⁵ How to Advertise in On Wisconsin « On Wisconsin. (n.d.). *On Wisconsin*. Retrieved December 4, 2011, from <http://onwisconsin.uwalumni.com/how-to-advertise-in-on-wisconsin/>
- ⁶ Fogel, P. (2010, May 4). How Social Media Are Changing Money Management - *Forbes.com*. *Information for the World's Business Leaders - Forbes.com*. Retrieved November 25, 2011, from <http://www.forbes.com/2010/05/04/twitter-facebook-tumblr-markets-financial-adviser-network.html>
- ⁷ Oliver, C. (n.d.). Twitter ROI: Show Your Clients the Effectiveness of Twitter Campaigns. *Web Analytics Blog - Online, Mobile & Social Media Strategy by Jump Digital*. Retrieved December 4, 2011, from <http://www.webanalyticsworld.net/2010/03/twitter-roi-show-your-clients.html>
- ⁸ Twitter Statistics - Socialbakers. *Socialbakers Social media (Facebook, Twitter...) marketing, statistics & monitoring - Socialbakers*. Retrieved December 4, 2011, from <http://www.socialbakers.com/twitter/>