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Study Period  
2020-2021

# Youth Interested in Investing

More young people are interested in the stock market than ever before, and many fintech companies are pivoting in an attempt to reach this growing audience. In a free white paper, Maven Road analyzes the 3.8 million social media posts about youth and investment to better understand how the most influential fintech startups achieved their stardom.

2021

#BANKACCOUNTCAMPAIGN

## Bank Account At Home Financial Literacy Project

chime / 21



4 STOCKS TO BUY NOW.

DO NOT MISS OUT

INVESTING FOR BEGINNERS (STOCKS)

HOW TO ANALYSE A STOCK

GREENLIGHT Features Press FAQ Gift Blog

Try for FREE Enter mobile number Get started

# Greenlight

The debit card for kids that parents manage by app

Enter mobile number Get started

Netflix NFLX BUY STOCK

Nike NIKE BUY STOCK

PepsiCo PEP BUY STOCK

Nintendo NTDOY BUY STOCK

Photo: busykid.com

# Project Vision



As investing becomes more accessible, obtaining financial freedom is a major interest among youth today. The objective of this project is to better understand users discussing Youth & Investment and the main topics of conversation surrounding the subject to identify strategies that could help marketers reach and capture this audience's interest.

# Executive Summary

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The 3.8M conversations published during this time had an estimated reach of 3.9B social media users, suggesting that influential people, with a high amount of Followers, are sharing content related to the topic. Of these conversations, only 6.8% were labeled as Branded and include specific mentions of financial entities such as Morgan Stanley, Goldman Sachs and Barclays.

The majority of conversations were authored by users 18-35 y/o (65.3%), suggesting that interest in this topic mainly stems from young adults. Additionally, users between 0-18 y/o published only 11.2% of overall Youth & Investment-related conversations.

Throughout the study period, Applications and Platforms were one of the most pertinent topics of discussion with a 6.3% share. The most prominent driver of conversation was led by users discussing Step, a banking for teens platform that garnered over \$50M in funding and attracted over 500K users in the 3 months following their launch. Their growth was, in part, due to the exposure generated through promotional partnerships with the D'Amelio family (TikTok) and other high-tier celebrities.

Business Insider was the most influential account run by an organisation. This News Outlet focuses on finances and business and publishes News articles on tech, finance, international News, the stock market and business strategy. Within the Market Insider section on their website, the News Outlet shares live data on stock prices and market fluctuations, News about the stock market, relevant sponsored content, and other financial resources that are highly valuable for traders and investors worldwide.

Jim Cramer is the Key Player with the most influence among users discussing investing on Twitter and the most influential Key Player among all Influencer accounts. In addition to being an expert investor and veteran in various sectors of the financial world, he is the host of the television show Mad Money on CNBC. On his show, he explains the cause of stock market price fluctuations and provides a daily overview of the market and what to look out for in the future. As a result, he has become a trusted guide for investors, both new and old.



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# Methodology



Data from Twitter, Facebook, News, Blogs and Forums was exported from Sprinklr. English conversations were obtained from January 1st, 2020 to May 31st, 2021. Additionally, geo-location filters were not applied for the study, as the focus was to capture every post related to Youth & Investment. Demographics were extracted through the use of computer vision trained algorithms based on human faces and/or biography images. To increase the volume of posts that can be tagged, we would use Machine Learning algorithms based on the biography text and the users' post timeline as a supplementary age prediction method.



A Social Network Analysis (SNA) was conducted by extracting a sample of users discussing Youth & Investment on Twitter, in order to identify the most influential users of this audience. These users, also referred to as Key Players, were then selected according to their In-degree score, which indicates the number of users within the Network who engaged with them.



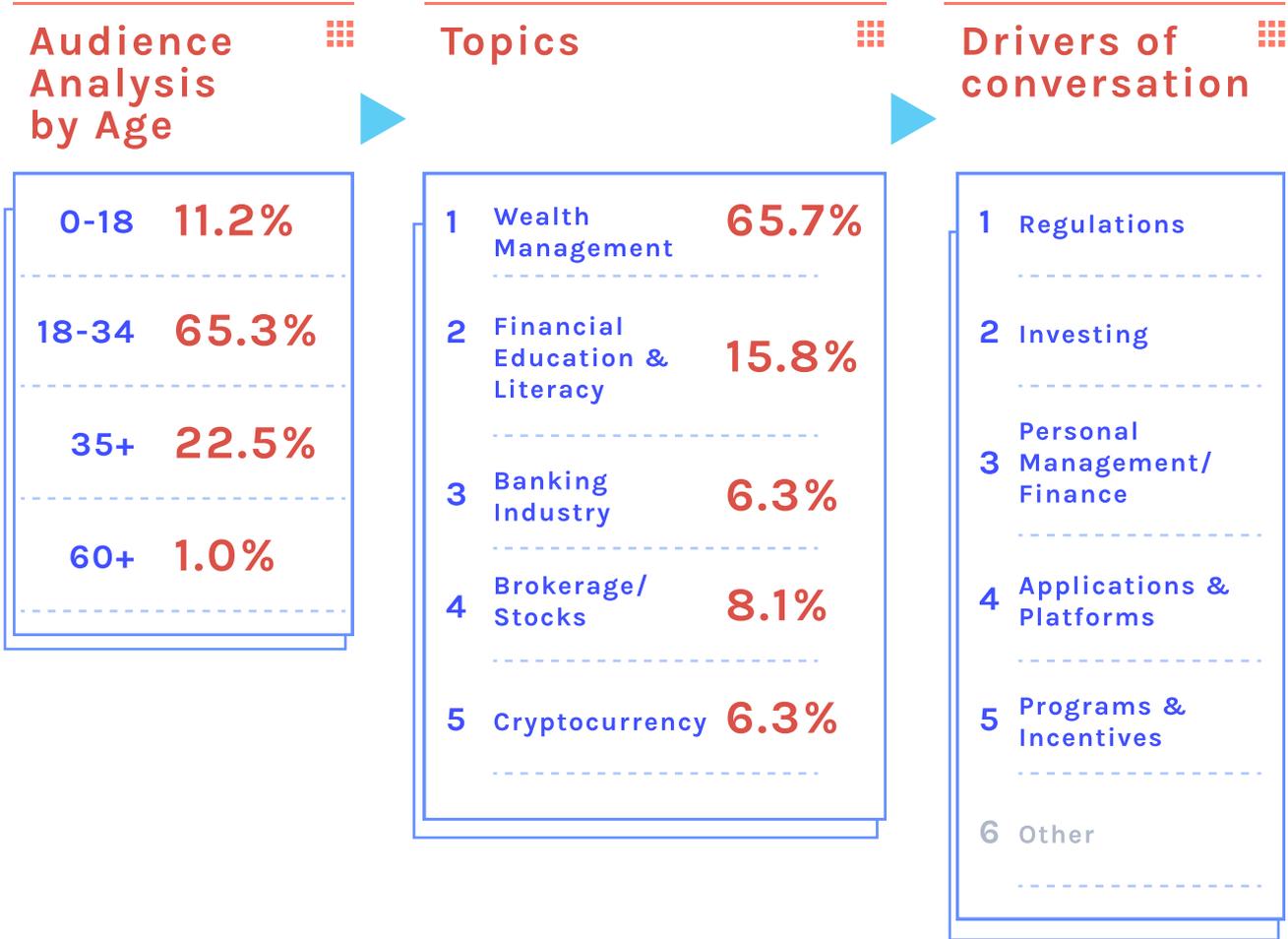
To determine the Interests among users discussing Youth & Investment, the sample of users from Twitter was uploaded into Audiense, a marketing platform specialised in consumer segmentation. Users were then grouped into Clusters based on Interests. In order to select the most relevant Interests, only Clusters that provide potential commercial applications for BAT were taken into consideration; Interests with the highest shares were prioritised.



These analyses were complemented with offline research. This consisted of reviewing articles and editorial pieces by relevant Media Outlets, such as Forbes, Bloomberg, Techcrunch and Reuters, to provide knowledge on the companies and organisations currently trying to tap into this industry and determine which would be optimal for potential activations.

# Youth Interested in Investing Conversations Lens Breakdown

Within the Youth’s interest in investing-related discussions, we identified over 3.8M of mentions as our universe of study. The audience demographics were then extracted through our age detection models and users were segmented according to their respective age ranges. At last, we developed a topic structure encompassing most of the user mentions and provided additional findings in regards of the most relevant drivers impacting the conversation flowstream.

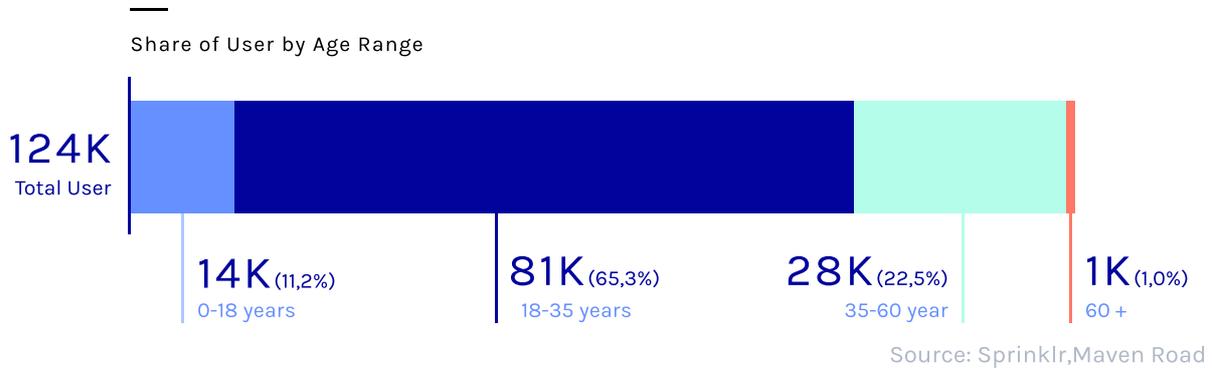


Block 1

# Consumer Intelligence

# 01

## What demographic do these users belong to?



The majority of conversations were authored by users 18-35 y/o (65.3%), suggesting that interest in this topic mainly stems from young adults. Additionally, users between 0-18 y/o published only 11.2% of overall Youth & Investment-related conversations.

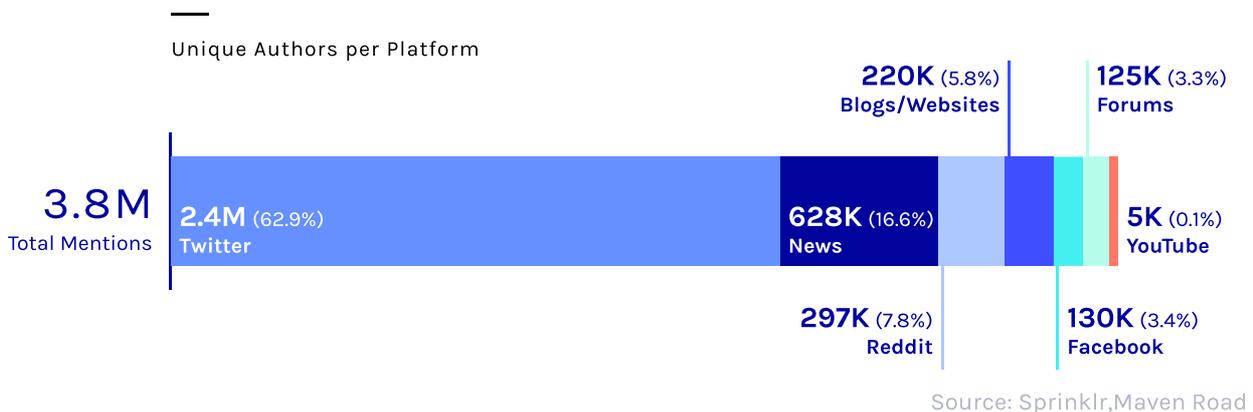
# 02

## On which platforms are these users most active?

Source: Sprinklr, Mavenroad



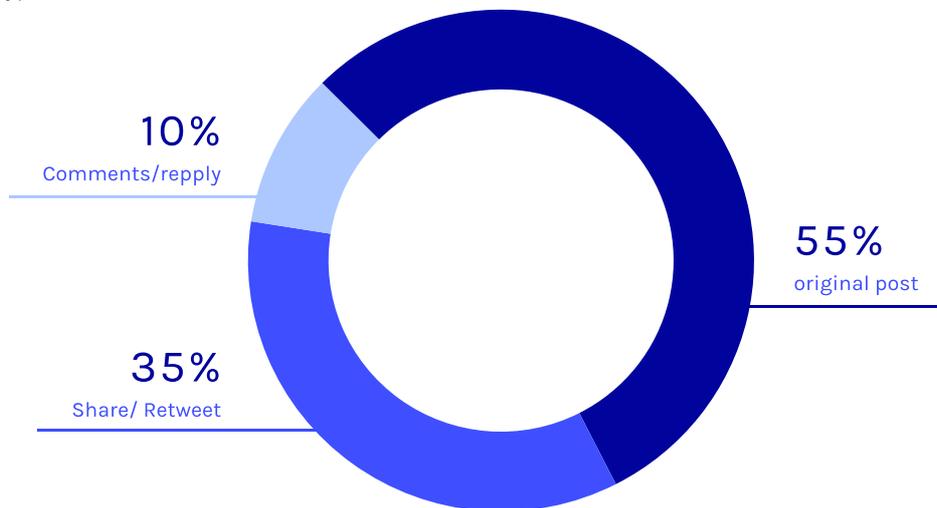
Twitter and News are the platforms in which these users were most active in terms of publishing content related to Youth & Investment.



# 03

## What type of content are users sharing on Twitter?

Types of Post



Source: Sprinklr

Note: Due to platform limitations the following information could only be extracted from Twitter.

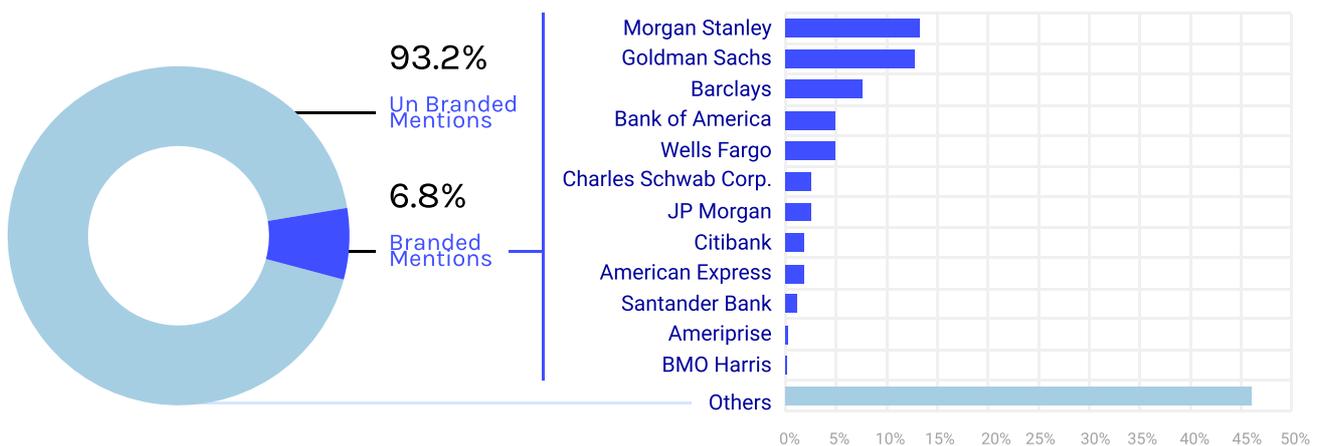


- ▶ Original posts accounted for over half of the content shared by users discussing Youth's interest in investing, which suggests that **there is a notable interest in the topic** from users.
- ▶ Additionally, Share/Retweet posts accounted for 35% of the content published by users. This was mostly due to users **advocating and raising awareness about financial literacy and investment possibilities for minors.**

# 04

## What is the Share of Voice for traditional brands vs Unbranded Mentions?

- ▶ Within the Youth & Investment-related user discussions, we could identify over 3.8M mentions. The majority of posts were labeled as unbranded because the content lacked specific mentions of organisations within the industry; instead, users talked about Youth's interest in investing generally.



Source: Sprinklr - Maven Road

- ▶ Although branded mentions only accounted for 6.8% of the identified user generated content, global financial entities could still be identified. Among the most relevant ones, Morgan Stanley had the largest share of mentions (13.3%), followed by Goldman Sachs (12.8%) and Barclays (7.6%), respectively. Other companies in the banking industry made up the remaining brands mentioned. Within mentions, the majority were authored by common users with less than 1% being generated by the organisations.

# 05

How many posts about the theme of study were authored from January 1st, 2020 - June, 30th 2021?



Source: Sprinklr



The highest peaks in conversations occurred on February 17th and 18th, 2021. During this time users mainly retweeted complaints about student loan debts



- ▶ The 3.8M conversations published during this time had an estimated reach of 6B users. Reach is the total number of potential users that could be exposed to a post based on an account's Follower count. This suggests that influential people, with a high amount of Followers, are sharing content related to the topic.



# 05

## What are the main topics of discussion among user mentions?

- ▶ The following topics and subtopics were the most mentioned among users discussing Youth's interest in investing:

### Wealth Management .....

2.3M; 65.7% share

### ⚠ Regulations

The highest peak in conversations relating to regulations occurred in March 2021. User conversations were driven by News and updates related to the British Financial Conduct Authority's (FCA) **report** on new investors taking high financial risks. The British FCA identified assets such as cryptocurrency and foreign exchange.

Throughout the study period, conversations about regulations were mostly due to mentions about Angel Investors; which are individuals that offer startups funding. There was a notable increase in conversations relating to this topic in May 2021 as Forbes published a **press release** about the regulatory changes imposed by the Security and Exchange Commission (SEC). The requirements for an individual to become an Angel Investor loosened, making it easier to invest in startups.

## Financial Education & Literacy

553K; 15.8% share

### 💰 Investing



Conversations related to investing peaked on July 1st, 2020, when rapper **21 Savage launched a free online financial literacy program** for youth. User mentions were driven by **coverage** of the launch from influential handles such as @Phil\_Lewis\_, and the front page editor for @HuffPost.

### 👤 Personal Management/Finance

The personal management/finance subtopic lacked notable peaks in mentions. Nonetheless, the subtopic's main conversation drivers stemmed from user discussions about virtual educational content on platforms such as YouTube and Platform. Content included podcasts, live events, informative videos and press coverage from relevant media outlets such as **Financial Times** and **Business Insider**.



Photo: [studyquill on youtube](#)



Charli D'Amelio - Influencer Rapper Photo: [getschooled.com](https://www.getschool.com)

Photo: [step.com](https://www.step.com)

## Banking Industry

221K; 6.3% share

### Applications & Platforms

The highest peak in mentions occurred in June 2020 driven by Acorns, a fin-tech company, unveiling a new program to engage kids in financial literacy. The company also shared information on how to subscribe to their family plan which includes additional features such as plus investment, retirement, checking accounts and exclusive offers. This driver received **media coverage** from outlets such as **The Street** and **CNBC** and accounted for 14K mentions.

@ 14K  
Mentions

\$ 50M  
USD

👤 500K  
Users

Throughout the study period, mentions were also driven by users discussing Step, a mobile banking app. The app experienced its greatest peak of mentions in September, 2020 with its official launch. User conversations were driven by the launch of **Step** and the **D'Amelio** family endorsing and promoting the app. By November 2020, the app garnered over **\$50M and attracted over 500K users**, thanks in part to the exposure generated through promotion by the D'Amelio family and other **high-tier celebrities**.

## Programs & Incentives

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The highest peak in conversations took place in November 2020. User mentions stemmed from American Express launching their virtual mentorship programs focused on helping young teens get into and pay for college. The program provides career and financial advice, industry expertise, and connections in the field. The driver garnered ~4K mentions.

Other user conversations were driven by investment banks such as Morgan Stanley and Bank of America. These banks collaborated with @Yearup, offering a wide array of support services such as skills training, professional development and coursework for teenagers and young adults. The program includes an internship experience for participants in selected banks that can turn into a full time job once completed.



**GERALD CHERTAVIAN**  
Founder & CEO, Year Up

Photo: yearup.org

### Brokerage/Stocks

285K; 8.1% share

### Cryptocurrency

221K; 6.3% share

# 06

## How important is educational content for a youth investing platform?

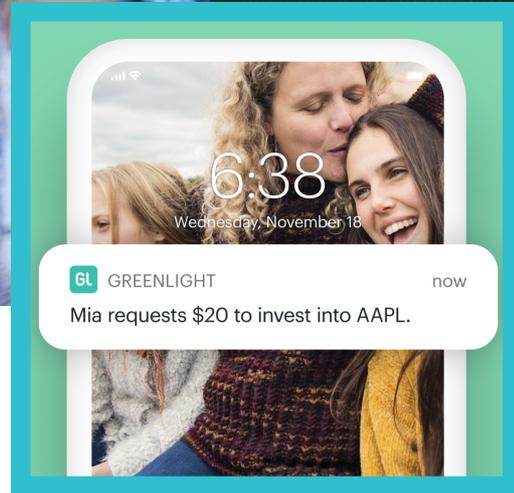
- ▶ A major share of mentions were about Financial Education & Literacy (553K). Among these conversations 76.5% were by Millennials and Gen Zs (0-35 y/o), which indicates that there is interest in educational content among this audience, which includes minors. Users expressed interest in investing independently and discussed various financial apps, including **Greenlight**.
- ▶ Additionally, within user mentions users promoted virtual resources, such as e-books that help educate minors about finance and provide information on stocks, bonds, and investing. The e-books also include activities that help parents teach their kids about personal finance.
- ▶ The following is a list of e-books available by age:

<b>Age 0-4</b>	Money A to Z by Scott Alan Turner
<b>Age 5-10</b>	A Chair For My Mother by Vera Williams
<b>Age 9-11</b>	The Secret Millionaires Club by Andy and Amy Heward
<b>Age 12-14</b>	The Young Entrepreneur's Guide to Starting and Running a Business by Steve Mariotti
<b>Age 15-17</b>	The Money Savvy Student by Adam Carroll
<b>Age 18+</b>	I Will Teach you To Be Rich by Ramit Sethi

<https://thecollegeinvestor.com/20532/give-kids-gift-stock/>

# Made for kids. Built by parents.

Greenlight® is the debit card for kids that parents manage from their phones, using our amazing and flexible parental controls.



# 07

## Are parents willing to pay for a subscription so their kids can learn about investing? What are examples of applications that align with the interest of parents?

Adults represent 88.8% of the users discussing Youth & Investmentons. Within these mentions, many parents have expressed a growing interest for their children to learn about financial literacy. Discussions focus specifically on applications with low fees of subscription with user friendly interfaces.

Many financial education apps and platforms aimed towards young people allow parents to put money into their child's account so they can invest.



Photo: greenlight.com

The following are examples of applications that connect with parent's interest:

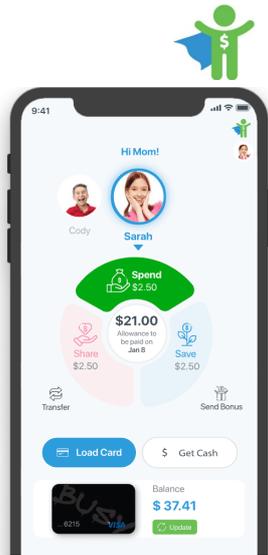


Photo: busykid.com

▶ **BusyKid** is a subscription-based financial education app that helps parents teach their kids the importance of spending, saving, and investing.

The app allows parents to send their children money for everything from allowances to bonuses.

Additionally, the app keeps a history of all transactions, allowing parents to view the financial activities of their children in real time. A family package for \$19.99 a year includes a prepaid Spend Visa card (\$7.99 for each additional Spend card).

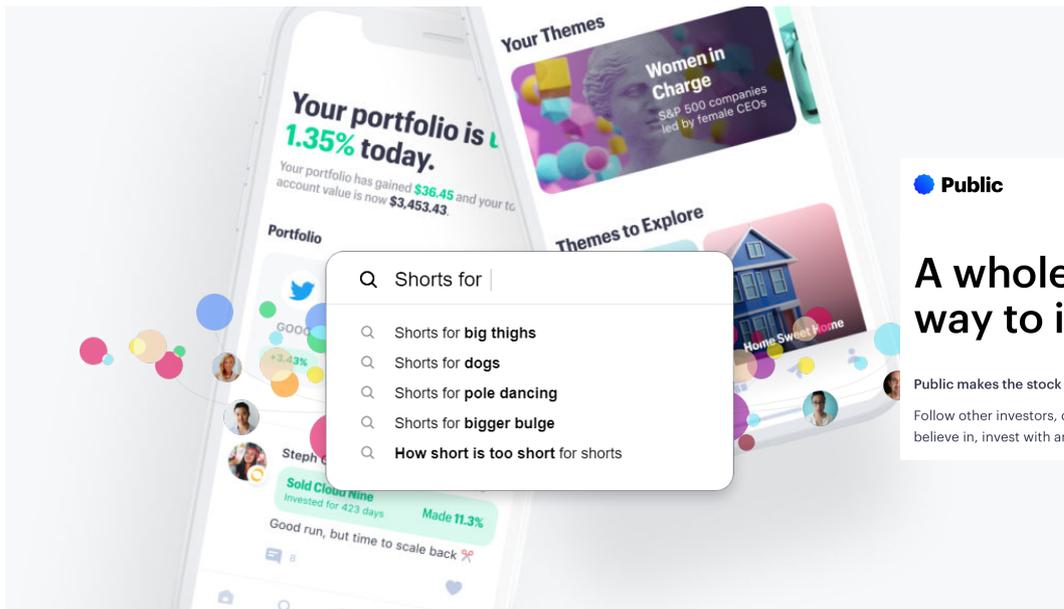


Photo: public.com

▶ **Public** Only Public allows users to gift shares or stock for zero fees. Most companies currently do not offer custodial accounts or have high maintenance fees for people with small account balances.

## Investing for Kids: How to Open a Brokerage Account for Your Child

—  
by Arielle O'Shea  
Jun 15, 2020

<https://www.nerdwallet.com/article/investing/set-kids-brokerage-account>



- ▶ Lastly, a DRiP (Dividend Reinvestment Plan) is another way of buying shares or stocks for young people, particularly those under 18, directly from kid-friendly companies (Hershey's or Hasbro). **FirstShare** and **College Investor** offers a list of companies that offer fee-free DRiPs, allowing for the easy and convenient creation of custodial investment accounts for kids.



- ▶ GiveAShare, Public and Stockpile enable users to gift shares or stocks to adults and children. Public currently offers 'Slice shares' as a gift, while GiveAShare offers certificates that can be passed as a gift. In some cases, this gift replaces traditional presents such as toys or gift cards. When given a share or stock, the child becomes the owner of the investment. However, parents can also monitor their children's investments and transactions to ensure they are investing safely.

Block 2

# Audience & Social Network Analysis

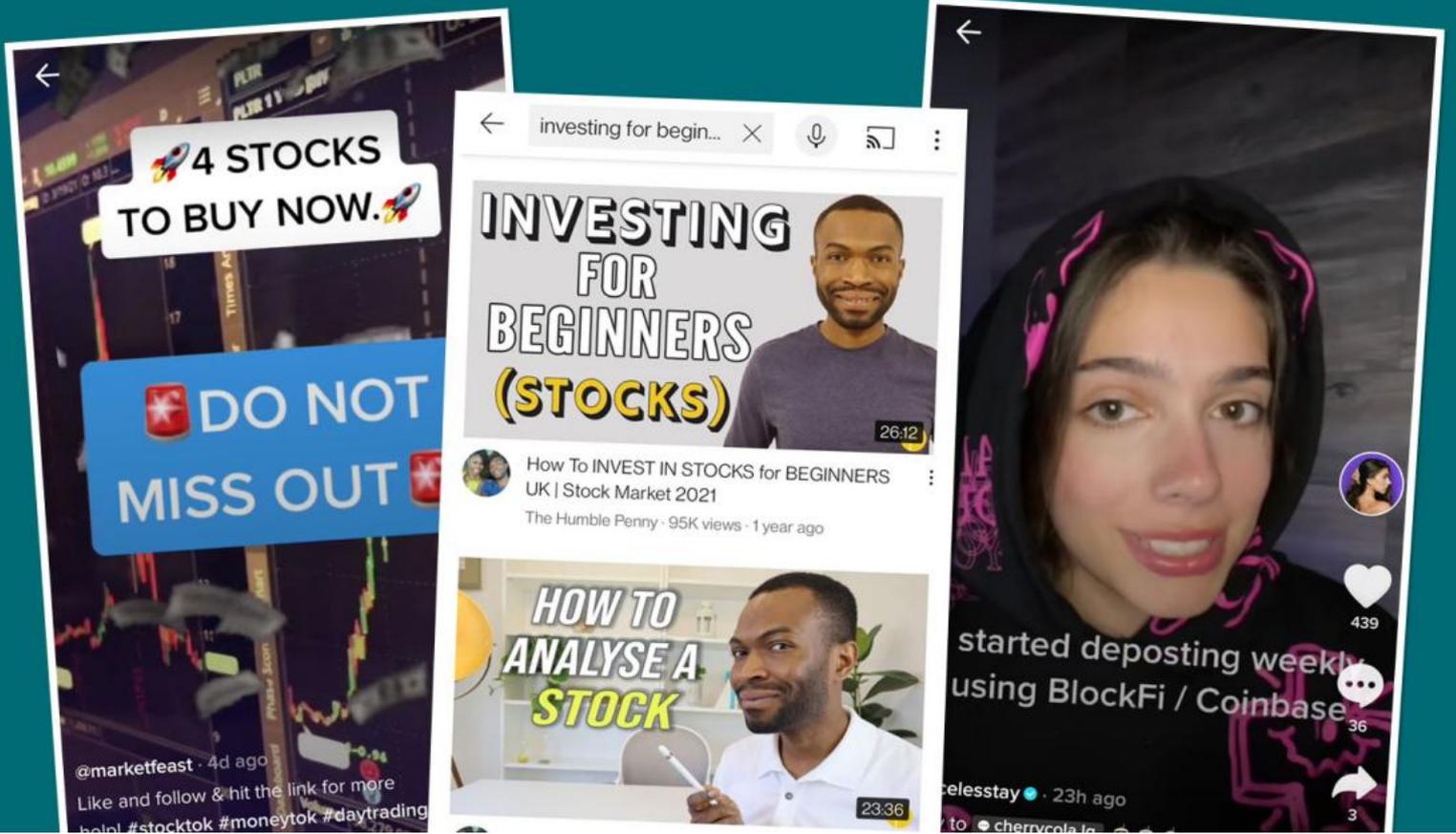
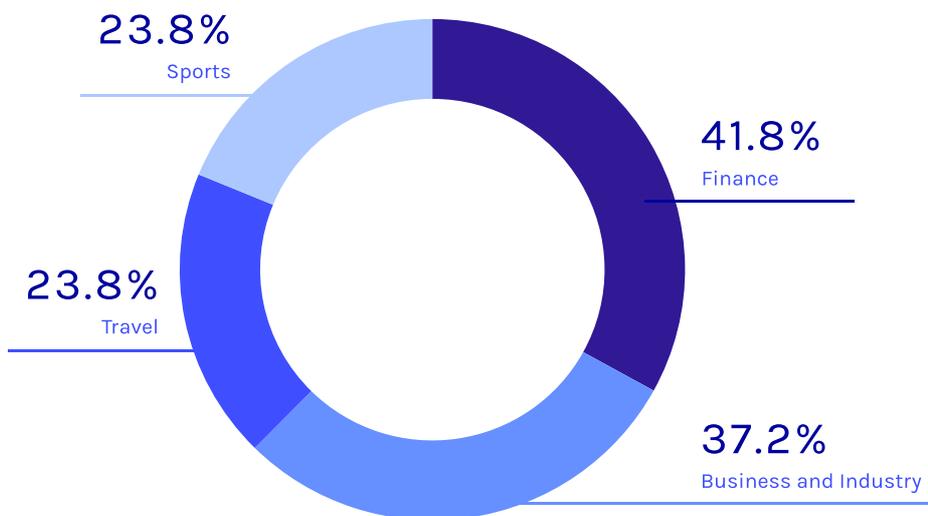


Photo: [thetimes.co.uk](https://www.thetimes.co.uk)

# 01

## What are other interests of users discussing about Youth's interest in investing?

The following Interests were identified among users discussing "Youth's interest in investing":



Source: Maven Road

# 02

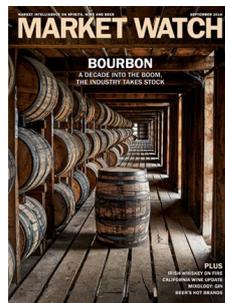
## Who are the most influential users driving the conversations within the social networks?

The following were identified as the Key Players:

### Media Outlets



327  
in degree



206  
in degree



204  
in degree



116  
in degree

Journals



Business  
Insider

327  
in degree

Business Insider is the most influential Key Player among all organisation accounts. This News Outlet focuses on finances and business and publishes News articles on tech, finance, international News, the stock market and business strategy. Within the Market Insider section on their website, the News Outlet shares live and updated data on stock prices and market fluctuations, News about the stock market, relevant sponsored content, and other financial resources that are highly valuable for traders and investors worldwide.

On Twitter, they share links to articles and News about multinational companies and the business world.



## Market Watch

206  
in degree

Marketwatch is the second most influential organisation account. The News Outlet provides the latest stock market, financial and business News and has a team of dedicated journalists generating hundreds of articles on stock market quotes, personal finance advice, and much more.

On Twitter, Marketwatch shares links to News on stock market fluctuations as well as News about multinational companies and the business world at large.

In addition, MarketWatch offers subscription products for investors (Premium Newsletter), including Retirement Weekly and ETF Trader.



## Bloomberg

204  
in degree

Bloomberg also garnered a significantly high In-degree score, closely following Market Watch. This Media Outlet publishes business News, providing articles, newsletters, podcasts and video content that focuses on various topics, such as investing and real estate, as well as opinions and advice. They also show real-time prices for commodities, futures, and indexes.

On Twitter, Bloomberg shares links to their most recent and relevant News.



## Forbes

116  
in degree

Forbes is a business magazine that features articles regarding finances, investing and marketing. The News Outlet is well known for its lists and rankings, such as "**Wealthiest Americans**" or "**Top Companies**". It also offers newsletters that cover diverse topics, such as cryptocurrency.

On Twitter, they mostly post breaking News and links to some of their most popular articles.

## Applications and Platforms

Applications/Platforms



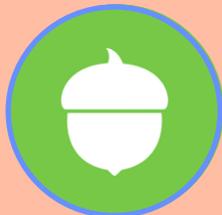
### Chime

121  
in degree

Chime is the most influential Key Player among all company accounts. The financial technology company provides basic, fee-free banking services for US citizens 18+ years old. The Chime mobile app has been featured as one of the **top-rated** Money Management apps on the App Store. The company has also partnered with **21 Savage** and his foundation Lead by Example to launch a financial literacy program, and they recently teamed up with the **Dallas Mavericks**, announcing an exclusive multi-year strategic partnership including Jersey sponsorship.

On Twitter, they mainly share tips related to financial education as well as News about how customers have benefited from its service.

Applications/Platforms



### Acorns

71  
in degree

Acorns is an American financial technology and services startup that specializes in micro-investing. Specifically targeted toward young people, Acorns helps users invest in the stock market by making small investments.

Acorns rounds up your purchases on linked credit or debit cards to the nearest dollar, then transfers the difference to a computer-managed investment portfolio. They also have a financial literacy section on the app with a variety of tips on how to invest. Additionally, they have **partnered** with CNBC, where they will focus on the importance of educating current and future investors.

On Twitter, Acorns shares practical tips, investment tools, inspirational quotes and stock market News.



## Influencers



396

Jim Cramer



323

Carrie Schwab-Pomerantz



187

Douglas A. Boneparth



278

Wealth Squad  
Chris



121

The Wealth Dad

### Influencers



Jim  
Cramer

396  
in degree

Jim Cramer is the key player with the most influence among users discussing investing on Twitter, and the most influential Key Player among all Influencer accounts. He is an American television personality and host of the show **Mad Money** on CNBC. In addition to being an expert investor and veteran in different sectors of the financial world, he is an expert in explaining the cause of stock market price fluctuations and, on his show, provides a daily overview of the market and what to look out for in the future. As a result, he has become a trusted guide for investors.

He is also the author and co-founder of **TheStreet.com**, a financial News and education website. He is a regular collaborator on TheStreet, writing commentary and market summaries for the site's premium subscribers, and sends out a twice-daily newsletter.

On Twitter, he shares his perspective on stock market fluctuations and offers investment recommendations. Cramer also frequently retweets @TheStreet posts that mention him.



## Carrie Schwab-Pomerantz

**323**  
in degree

Carrie Schwab-Pomerantz is the second most influential account and the only woman among the investment community's key players.

She is an expert in family finance, financial literacy and education. She has served in two presidential administrations, advising the Council on Financial Literacy under President George W. Bush and the President's Advisory Council on Financial Capability under Obama.

She is currently the president of the **Charles Schwab Foundation**, which is an investment services firm and a leader in asset management and retirement planning dedicated to helping people of different ages and backgrounds take ownership of their financial future through investing.

She is highly involved in teaching teenagers and young adults to control their financial future, and through her program **Money Matters: Make It Count**, she contributes to teaching teens how to set financial goals, save money, and invest.

On Twitter, she shares tips and financial advice to help adults improve their finances and prepare for the future.



## Wealth Squad Chris (Chris Johnson)

**278**  
in degree

Chris Johnson is a self-made multi-millionaire, influencer and digital course creator that educates young users on building wealth and achieving financial freedom.

He is the creator of The Wealth Squad brand, which inspires young people to create multiple income streams and take ownership over their financial futures. The Wealth Squad offers everything from digital courses, **monthly memberships**, and **merchandise** to encourage users in their journey to creating intergenerational wealth.

On Twitter, he promotes his products and services and shares investment tips.

Influencers



## Douglas A. Boneparth

187  
in degree

Douglas Boneparth is an investment advisor and founder of **Bone Fide Wealth**, a firm dedicated to providing financial advice to young professionals.

He speaks at events throughout New York City to financially educate and empower millennials, and his organization has forged partnerships with organizations such as **Experian**, **SoFi** and **CommonBond** that provide financial services.

He is also a host of the podcast "**We Should Be Sleeping**", which explores News and current issues related to financial literacy and personal goal development. The hosts share their personal experiences and learnings.

On Twitter, he writes about the stock market, long-term investment and cryptocurrency.

Influencers



## The Wealth Dad

121  
in degree

Sean Cranston, also known as The Wealth Dad, is an Index Fund investor, an administrator of the Wealth Squad and author of **Index Fund Investing 101: The Beginner's Guide to Index Fund Investing**, in which he explains how the stock market works and the benefits of long-term investing. He has become influential in the Youth and Investment space, despite only recently joining Twitter in January 2020.

On Twitter, he regularly shares tips on how to invest and case studies of investment opportunities.

2. "Why Financial Advisors Should Seek Out Clients Under 40 - Axos Bank"

Axos Bank, 2021

Although companies consider older investors to have a greater purchase power, Axos Bank highlights that after experiencing the 2008 financial crisis, Millennials are cautious and analytical about investing,<sup>2</sup> as well as tech-savvy, making them a highly profitable target. Financial advisors and institutions should therefore align offerings with these users in order to grow alongside them.



Axos Bank also pointed out the "biggest wealth transfer in history" is due in the near future,<sup>2</sup> as Baby Boomers in the US will pass over \$68 trillion to their children. This creates a significant need for financial entities to provide guidance for Millennials and Gen Z-ers in various areas, such as managing debt, down payments and loans. This will allow these organisations to create a closer relationship with the audience.

3. "Investment Platforms Target Younger Customers' Lockdown Savings"

Ft.Com, 2021

Some investment platforms in the UK have started to adapt to younger investors, as 90% of Millennials claim they always carry their phones and could access investing information through mobile apps<sup>2,3</sup>.

## 02

### What are New Players such as Step, Current and Greenlight doing to gain users?

The following New Players were selected for this analysis as they have raised a significant amount in investments and have gained high number of users compared to their competitors:

4. "Greenlight Raises \$260 Million Led By Andreessen Horowitz To Expand Its Family Finance Platform And Improve Financial Literacy For The Next Generation"  
[Prnewswire.Com](https://www.prnewswire.com), 2021



Greenlight

The fintech startup assists parents in teaching their kids about finances by offering debit cards and opportunities to invest.

As of April 2021, It has helped its 3M users save \$120M. Greenlight offers easy-to-use money management tools, where users can earn, spend, save, give, and invest.

According to CISION PR Newswire, Greenlight's founders have stated that trust and transparency have been the key for their success as a company, which has seen their revenue triple and their users double from 2020 to 2021.<sup>4</sup> Greenlight holds 33% of the market share among the companies that focus on financial literacy and it has recently launched Greenlight Max, which is an educational investing platform for kids, helping them build financial literacy.<sup>4</sup>

5. "Teen Banking App Startup Gets \$22.5M In Funding"  
[Pymnts.Com](https://www.pymnts.com), 2021



Step

Step focuses on mobile banking services for teens that are more comfortable with smartphones, rather than visits to banks. CEO and Co-founder CJ MacDonald stated that their core business is to provide banking accounts and spending cards but at the same time teach financial literacy.<sup>5</sup>

Step raised \$30M in investment in 2019 and \$50M in funding following the release of their app; currently, it has surpassed \$175 M.<sup>5</sup>

Step founders state that their main goal is to teach financial literacy and responsibility in a cashless era, by offering a parent-monitored debit card for teens in partnership with MasterCard and Evolve. Currently it has over 1.5M users and continues to raise money to continue expanding by generating funding rounds with Will Smith's Dreamers fund, Rapper Nas, and other public figures.

6. "Fintech Startup  
Current Valuation Triples  
After Andreessen  
Funding"

[Reuters,](#)  
2021

7. "Mrbeast Giving Away  
\$100,000 To Celebrate New  
Investment In 'Current'"

[Dexerto,](#)  
2021

8. "Techcrunch Is Now A  
Part Of Verizon Media"

[Techcrunch.Com,](#)  
2021



Current

Current started as a teen debit card monitored by parents, and has now expanded to personal checking accounts. In August 2020, it released a rewards program to stand out against competitors, including Google Pay.<sup>6</sup>

The fintech start-up currently has over 3M users and has raised \$400M in funding rounds with Tiger Global Management, Sapphire Ventures and TQ Ventures and an "exclusive, long-term partnership" with Jimmy Donaldson, a YouTube creator also known as MrBeast.<sup>6,7</sup> Additionally, as of November 2020 the startup was valued at around \$750M.<sup>8</sup>

# 03

## What online investment platforms position themselves for effective partnerships to reach younger audiences?

- ▶ eToro and TD Ameritrade were selected for this analysis as they were identified as user-friendly financial service platforms that feature online investment guidelines for beginners. Both these options are substantial examples of potential partnerships that could reach young people interested in investing.



9. "Is Etoro Good For  
Beginners?"

[Bookerchooser.Com,](#)  
2021

According to Broker Chooser, eToro is a user-friendly platform that draws attention from young investors.<sup>9</sup> The platform attracts beginners and experienced investors with an easy to understand web and mobile trading platform. Users of this platform can trade stocks, cryptocurrency and assets like Contracts for Difference (CFDs).

9. "Is Etoro Good For Beginners?"

Brokerchooser.Com, 2021

According to Broker Chooser, eToro is a user-friendly platform that draws attention from young investors.<sup>9</sup> The platform attracts beginners and experienced investors with an easy to understand web and mobile trading platform. Users of this platform can trade stocks, cryptocurrency and assets like Contracts for Difference (CFDs).

Another key feature from eToro is the ability to use a virtual portfolio. Without needing to deposit real money, customers can experiment with virtual capital to buy and sell stocks; this paper trading exercise helps users practice their stock market decision-making skills. Additionally, eToro has a feature called "CopyTrader", which enables users to replicate trading decisions of seasoned investors.

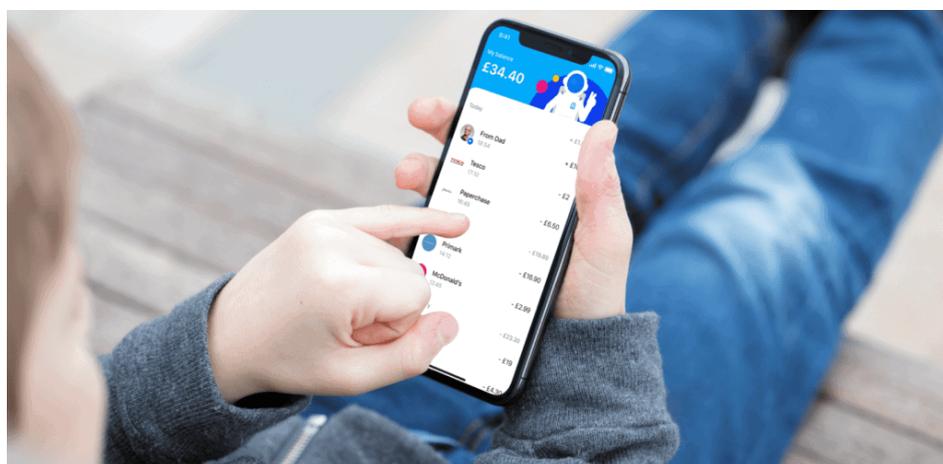


TD Ameritrade is one of the largest online brokers that targets younger audiences. According to Investopedia, this platform has a variety of social media channels to gain visibility among younger users and raise awareness of its multiple services.<sup>10</sup>

10. "TD Ameritrade Review"

Investopedia, 2021

The platform offers diverse instructional material, such as free articles, podcasts and courses, to introduce investors into the financial decision-making process, taking into consideration the levels of expertise of each user.<sup>10</sup> Although TD Ameritrade has a less user-friendly interface, compared to eToro, its educational content is able to attract different kinds of investors.





# 04

## What are large, prominent companies within the financial management sector doing to capture this audience, in terms of initiatives, programs or campaigns?

Ten renowned companies in financial management were identified for further research into their owned media and news coverage in order to determine the focus of their communication and strategic approach toward this audience.

The following are the primary areas of focus the companies employed in their efforts to connect with the audience:

### Sustainability Efforts

Companies communicated about their investment in sustainability-focused companies, promoting their commitment to a sustainable future. This was an effort to connect to an increasingly environmentally-conscious audience that supports eco-friendly practices.

## 💰 Financial Literacy

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Companies educated their audiences on different aspects of investment, such as how to manage money for the future or how to save for different projects. Some promoted tools, such as specialized calculators for retirement planning. Many companies featured interviews of either industry specialists or their own employees in their external communication.

## 📋 Trends and Research Reports

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Companies promoted investment news and updates in their external communication for those already engaging in investing or those new to it.

Companies used each media outlet for a different, strategic purpose:

- 📍 IG was mainly used to communicate about sustainability efforts, HR initiatives and financial literacy information.
- 📌 LinkedIn was used to share information about initiatives (both sustainable and HR-focused) and market reports.
- ▶️ Owned YouTube channels and podcasts featured interview content that was typically focused on either Financial Literacy or Market Reports.
- 📖 Owned blogs and news outlets published research and information on market trends.
- 📺 Facebook and Twitter contained content related to all of the above, with the latter focused more on sustainability, HR initiatives and financial literacy tips.



Block 3

# Marketing/ Offline Research



Social Listening findings indicate that users under 35 y/o express the most interest in Youth & Investment, which presents an opportunity to develop efforts and initiatives that focus on addressing the financial needs of younger audiences and creating relationships with these users.

This section incorporates offline research, including press releases, reports and surveys that compliment the findings from the above analyses.

# 01

1. "Council Post: Why Young People Should Be Investing Right Now".

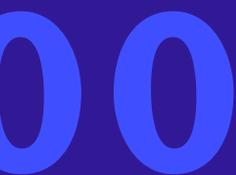
[Gruen, Michael](#)  
[Forbes, 2021](#)

According to Forbes, 75% of Gen Z-ers and Millennials are planning to invest, expressing interest in building long-term wealth, a common concept among financial advisors.<sup>1</sup> Young investors have time on their side to take risks and bounce back if an investment is not successful at first, as well as improve their financial decisions.

2. "Why Financial Advisors Should Seek Out Clients Under 40 - Axos Bank"

[Axos Bank,](#)  
[2021](#)

Currently only 30% of financial advisors target clients under 40. However, in 2016, millennials surpassed Gen X-ers and Baby Boomers as the "largest generation employed in the workforce" (Axos Bank<sup>2</sup>). This indicates that financial organisations should focus on promoting collaboration, young leadership and tech tools that will allow them to stay ahead of the competition and further their relationships with younger investors.



## Endnotes

- Gruen, Michael. "Council Post: Why Young People Should Be Investing Right Now". *Forbes*, 2021, <https://www.forbes.com/sites/forbesbusinesscouncil/2021/03/17/why-young-people-should-be-investing-right-now/?sh=303a68cd763e>
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- "Techcrunch Is Now A Part Of Verizon Media". *Techcrunch.Com*, 2021, <https://techcrunch.com/2020/11/24/mobile-banking-app-current-raises-131m-series-c-tops-2-million-members/>.
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- "TD Ameritrade Review". *Investopedia*, 2021, <https://www.investopedia.com/td-ameritrade-review-4587925>.