

Overview

It's no secret that asset managers have traditionally built their businesses through intermediated distribution—banks, advisers, and institutional platforms. Retail, particularly younger investors, has always been a more distant relationship, mediated through layers of advice and infrastructure. But the digital world doesn't work like that. And increasingly, neither do retail investors.

As social media becomes a core channel for financial content, a new type of influencer has emerged: the finfluencer—content creators who use platforms like TikTok, Instagram, and YouTube to educate, entertain, and yes, sell. The question many asset managers now face is: should we partner with them?

