

Why some asset managers outperform others on LinkedIn

An analysis of posting behaviour, content and performance across nine firms.



Contents

1.	Introduction.....	p3
2.	The firms in this analysis.....	p4
3.	More content, less impact.....	p5
4.	A category optimised for safety.....	p7
5.	Engagement isn't built. It's triggered.....	p8
6.	The gap between consistent and effective.....	p9
7.	What this means.....	p10
8.	See how your performance compares.....	p11

Introduction

Asset managers dedicate time and effort to LinkedIn. It's a platform they manage consistently, with a steady stream of content that reflects brand, compliance, and internal processes.

The challenge is how that content is received. Scroll through the feed and it begins to blend together. Similar formats, similar tone, similar types of messages.

That maintains active channels. However, it doesn't always lead to engagement.

We see this tension in our work with asset managers.

Teams are balancing visibility against control, and consistency with the need to differentiate.

This influences what is published and how frequently.

Using our sector experience and industry data sets, the report looks at how that approach performs in practice.

Our focus is on video, but we've considered it in context, not in isolation. The data reveals a broader pattern in how content is planned, timed, and applied.

Some firms treat content as a continuous stream to sustain their presence. Others are more selective, scheduling content around key moments and employing formats, including video, with a more defined purpose.

That difference shows up in the results.

If you want to see how your own performance compares, we're happy to take you through it.

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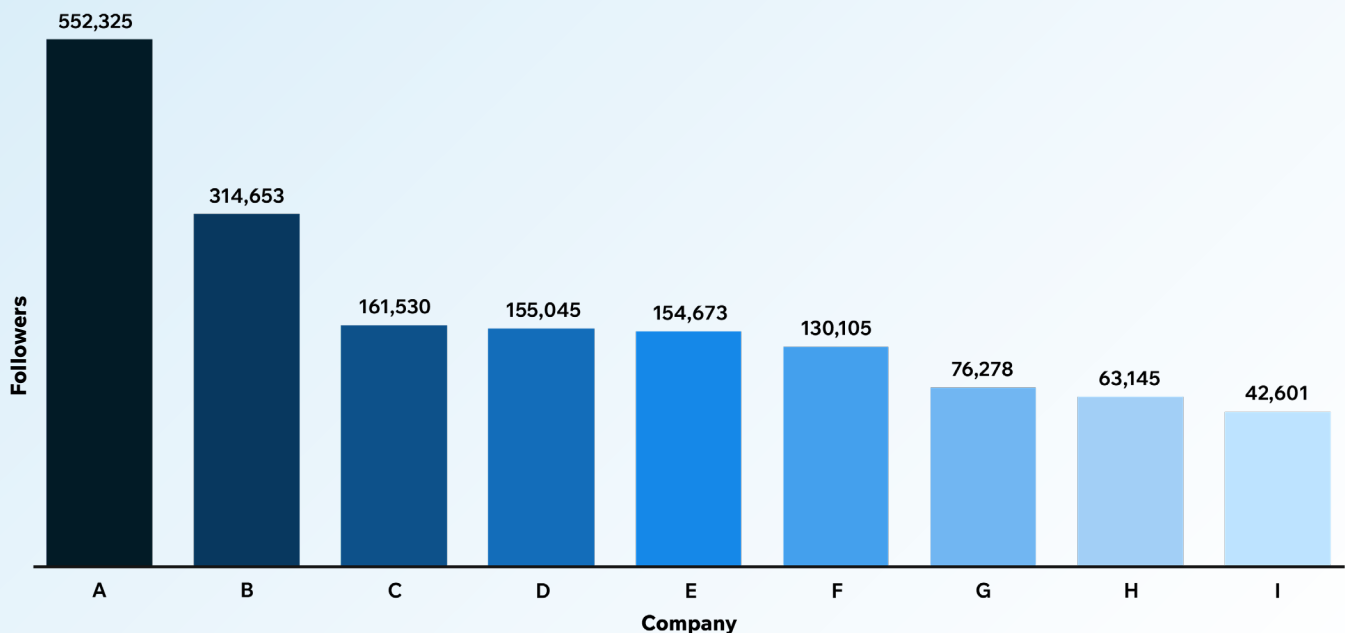
The firms in this analysis

Audience size varies widely across the group, yet scale alone does not determine performance.

We analysed LinkedIn activity across nine asset management firms in the UK and US over a 12-month period. The firms are M&G, Legal & General Asset Management, Federated Hermes, Balyasny Asset Management, Ares Management, AllianceBernstein, Neuberger Berman, Brookfield and Janus Henderson Investors.

Audience size varies significantly across the group, as shown in the chart below.

Following overview



To allow for a fair comparison, performance has been measured using relative engagement. This looks at engagement per million followers, rather than total interactions.

Data points and commentary are anonymised to keep the focus on patterns rather than individual firms.

The research was commissioned by Big Button and delivered in partnership with Moving Image, whose platform is widely used to measure and benchmark video performance in the sector.

Theme 1

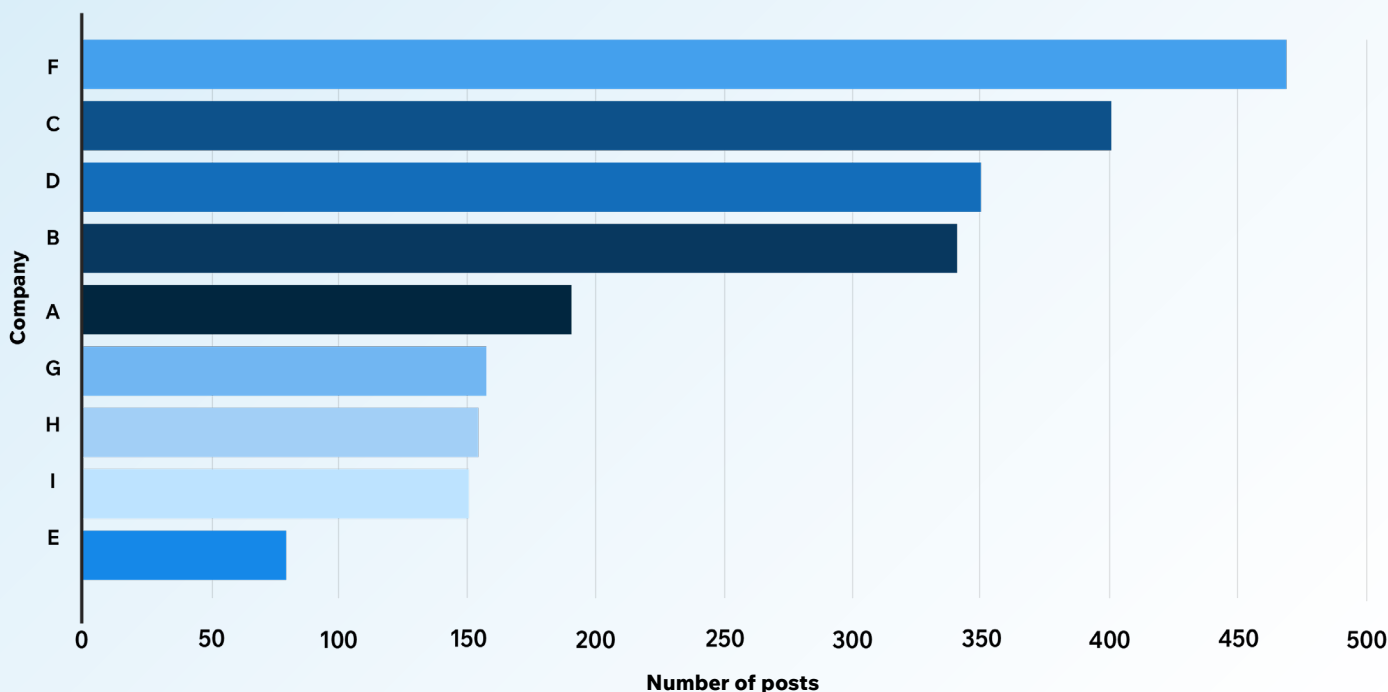
More content doesn't drive performance

Posting frequency varies widely across the nine firms.

At one end, the most active account published over 460 posts throughout the year – averaging nine posts a week. The three top-performing accounts each posted between 150 and 155 times annually, suggesting that posting three times a week is an ideal cadence.

This observation plays out in the data.

1. Posting volume



The most active account shows the lowest relative engagement within the group. The top performers are not the most prolific; they post less frequently, maintaining a steadier and more controlled rhythm.

That conflicts with a common instinct. Increasing output does not enhance performance here. In this sample, higher volumes of content tend to dilute engagement rather than boost it.

That doesn't mean frequency isn't important. Regular posting helps keep visibility. But beyond a certain point, more content begins to compete with itself. Even well-produced or recurring content can lose impact when it sits within a high volume of similar posts.

The firms achieving better results are not attempting to fill the feed. They are more selective about what they publish and when.

KEY TAKEAWAY

A controlled, steady rhythm yields better results than frequent posting.

**“When the same formats
are used similarly across
multiple firms, **content
starts to blend.**”**



Theme 2

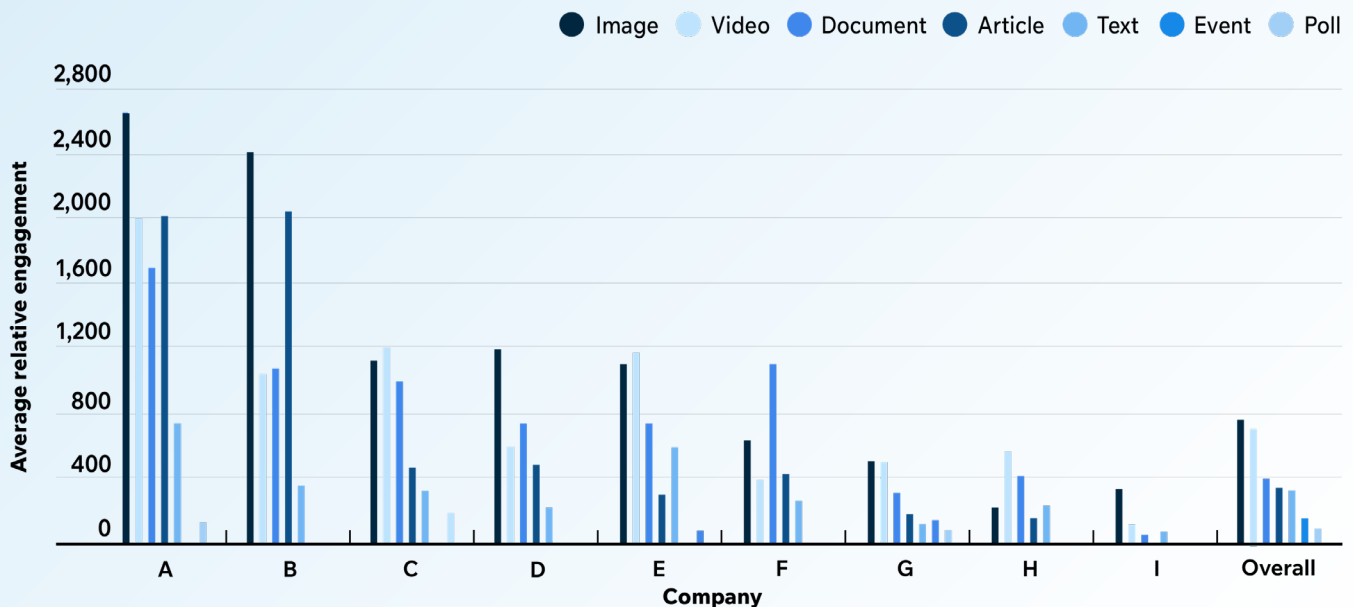
A category optimised for safety

Across the nine firms, the variety of content is generally similar.

Images constitute the largest share of posts, with videos used less frequently. Other formats are much less common. That indicates a common approach. Most teams depend on formats that are simple to create, easy to approve, and carry low risk.

That makes sense — it helps to keep content moving within brand and compliance guidelines. But, it comes with a trade-off.

2. Content strategy



When the same formats are used similarly across multiple firms, content starts to blend. The feed becomes consistent, but less distinctive.

The engagement data shows that performance remains within a narrow range, with no format providing a clear or lasting advantage on its own.

Image-led content boosts visibility and maintains a presence in the feed. However, on its own, it doesn't offer much distinction.

So, the problem isn't the formats themselves — it's how they are being used. When most firms follow the same patterns, it becomes harder for any one of them to stand out.

KEY TAKEAWAY

Familiar formats simplify content creation but make it harder to stand out.

Theme 3

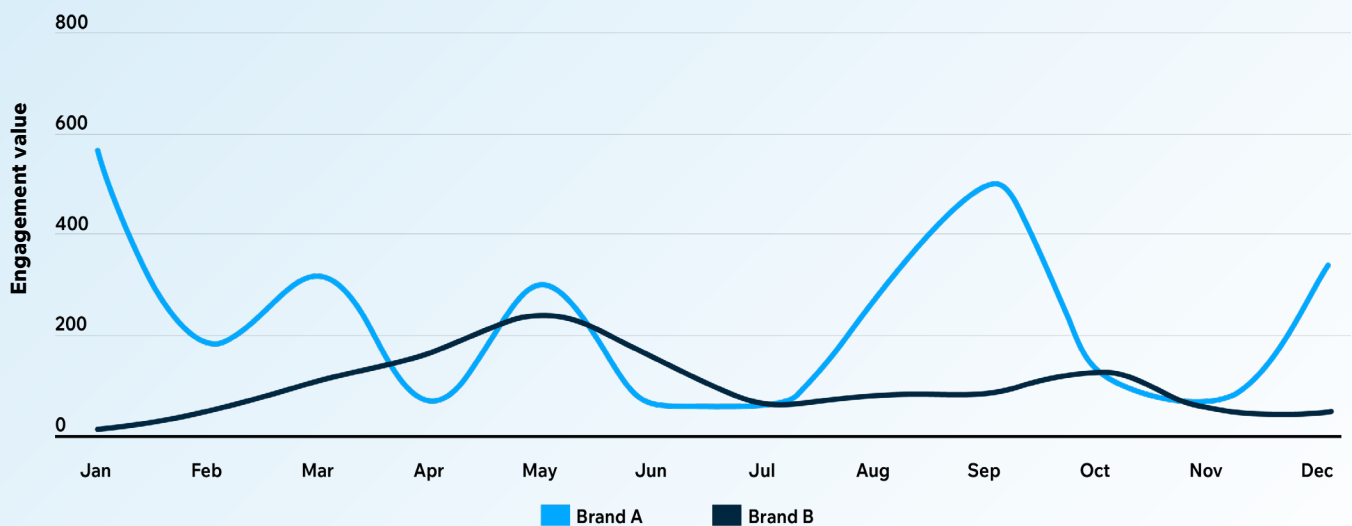
Engagement isn't built. It's triggered

Engagement does not build evenly over time.

Across the firms analysed, most posts perform within a narrow range. Results remain consistent from one post to the next, with limited variation.

Then, there are obvious spikes.

3. Media type spotlight: Videos for Brand A and B



- Brand A use people-focused videos to great success on LinkedIn. Even their announcement posts are engaging talking heads videos, which helps to push for these peaks in engagement that we see on the graph.
- We often find that announcement posts receive solid engagement, which is what we see here with Brand B. They could potentially bring their engagement up to Brand A levels with more personal, human-centred content.

At specific moments, engagement significantly rises above the baseline. These moments are not coincidental: they usually stem from focused activity around something that matters, such as results, leadership visibility, or timely updates. In most cases, there is a deliberate effort behind them rather than a single, isolated post.

Outside those moments, performance returns to its usual level, even when posting frequency remains the same.

This matters because it challenges how many teams approach LinkedIn. Regular posting helps maintain a presence, but it doesn't generate stronger engagement on its own.

Most content performs routine maintenance, keeping the feed active. Only a smaller number of posts do the actual work.

Those are the posts tied to something that matters at that point in time.

KEY TAKEAWAY

Stronger engagement comes from well-timed, relevant moments rather than continuous output.

Theme 4

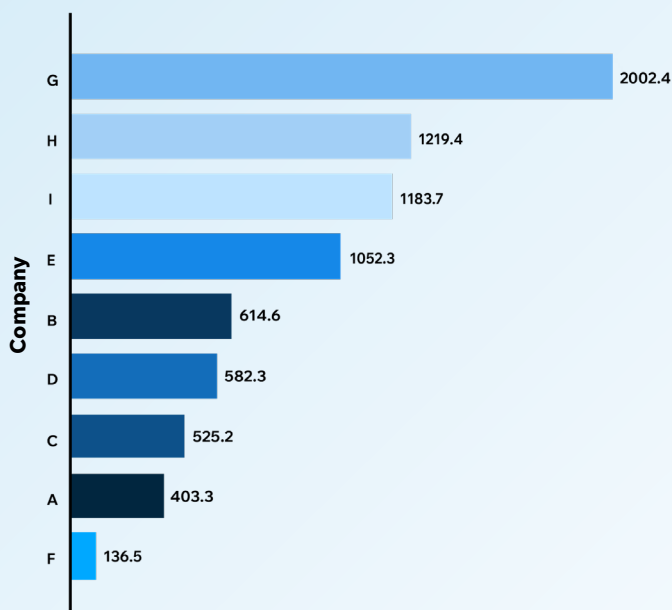
The gap between consistent and effective

Not all firms perform in the same way.

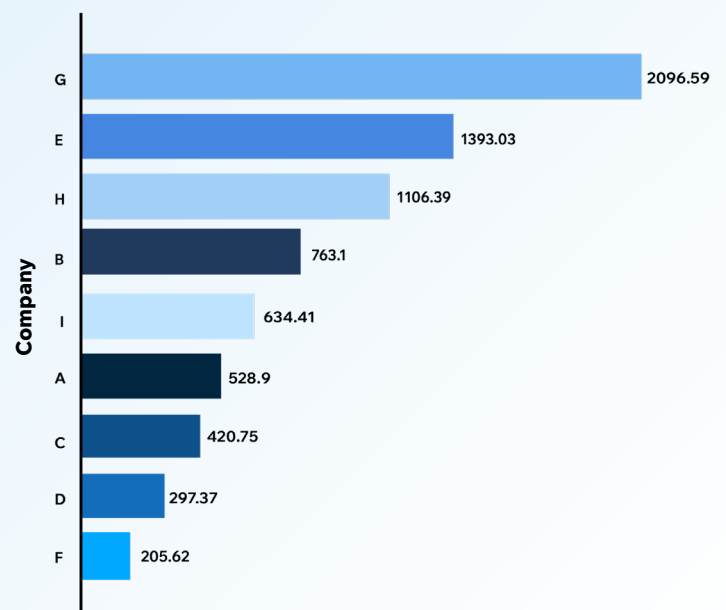
Across the nine analysed, a small number consistently achieve higher relative engagement than the rest. The gap is evident, even when audience size is taken into account.

This isn't about size. Broader audiences don't ensure better outcomes, and narrower audiences aren't a hurdle to improved performance.

4. Video comparison



5. Engagement statistics



The difference lies in how content is used.

The stronger performers are more selective. They don't depend on quantity to achieve results, and they're less attached to a single, repeatable format.

Their content is more closely connected to meaningful moments. They appear when there is something worth saying, not just because it's time to post.

Format matters, but intent rules.

Video appears more frequently around these moments, often featuring real people and

linked to announcements, commentary, or leadership visibility. It isn't used as a constant stream but is employed where it has something meaningful to convey.

That reflects what appears elsewhere in the data. Engagement increases when content is timely and relevant.

The firms that stand out are not doing more. They're making clearer decisions about what to say, when to say it, and how to say it.

KEY TAKEAWAY

Stronger performance arises from selectivity and intent, not just scale or consistency.

What this means

Posting more doesn't lead to better results.

Often, it does the opposite. As volume increases, each post has less impact, and engagement plateaus.

Most firms operate within a limited set of formats.

This keeps content manageable and easier to approve, but the result is a category that is active but looks the same.

Stronger engagement appears around specific moments.

Content gets traction when there is something worth saying – for example, results, leadership visibility, or timely commentary. These posts achieve more than the steady flow in between.

Format matters, but only when it suits the moment.

Image-led content keeps things moving. More human, narrative-led content is more likely to stand out when there is a story behind it.

The difference isn't about effort. It's about how selective teams are.

Firms achieving better results are more deliberate about what earns a place in the feed and when it gets published.

For teams managing LinkedIn, that means shifting focus:

- Stop increasing volume just to stay visible
- Clarify the moments that matter
- Be stricter about what actually justifies a post
- Use formats intentionally, not out of habit
- Deploy video strategically to amplify engagement

Consistency still matters, but it won't deliver better performance on its own.

KEY TAKEAWAY

Better results come from choosing your moments, not filling the feed.

See how your performance compares

This report reveals how a group of asset managers are engaging with LinkedIn and where stronger interactions typically occur.

What it doesn't show is where your own activity stands.

Our full dataset delves deeper, showing how individual firms perform compared to the group and where gaps exist.

Plus, after a decade working with asset managers, we see clearly what works, what doesn't, and when to use different formats and approaches.

If you want to compare your current approach, we can guide you through it. And if you're planning video activity, we can also share what we've seen succeed in practice.

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