

Media, Marketing, Wealth and Trust

"...dodging incomings from an endless barrage of marketing missiles"

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/EINPresswire.com/ -- You may not



believe it but, contrary to popular opinion it's not all fun, frolics and tax havens being wealthy. If you're not finding a new chef for the yacht or sorting out the dodgy plumbing in the new villa, you're ducking incomings from an endless barrage of marketing missiles. All being targeted at you by people you don't know, and all wanting to part you from your hard-earned money.

With very few exceptions, none of these people know what it took for you to actually join the ranks of the Ultra-/High Net Worth Individual (U/HNWI) elite. Only you and your fellow achievers understand the risks you took and calls you made to get where you are. A way of life that mere mortals wouldn't contemplate, even in their worst nightmares! But they still want a share of your booty.

This is a market populated by exceptional people. So it's worthwhile taking a closer look at who we're talking about when we invoke the 'wealth' and U/HNWI terms...

The Cap-Gemini/RBC World Wealth Report released in June 2015 revealed that there were 14.6 million U/HNWIs who have a minimum \$1,000,000 each and who, between them, control some \$56.4 trillion of capital that can be deployed either into investment (traditional or alternative) or lifestyle. The upcoming 2016 report is expected to show a significant growth on these numbers.

So, yes, it's not surprising that there's an army of people all trying to sell everything from private banks to villas. And it's equally unsurprising that those very same U/HNWI's do all they can to duck out of the firing line. It's a 'market' like no other. It's based almost exclusively on relationships that have to be, first, established and then, maintained.

It is a market comprised of 14.6m people across the world who, except for those whose wealth is newsworthy, shun any kind of exposure. It is a challenge for any marketer to identify them, let alone present a product or service to them.

Channels

Over a 40+ year career spanning media, marketing communications (marcoms) and capital raising, I've worked with many U/HNWI's and their advisors. All of them expressed the view that they regard a good part of this marketing as intrusive (and other sobriquets it wouldn't be fair to reiterate).

There are plenty of channels of course. Direct mail, e-mail (oh, sorry... spam), advertising in all its forms, PR, seminars/events, sponsorship et al. There are a number of print and online wealth-centric media all of which serve the market in their own ways, but mostly focused on lifestyle. Sure, private jets, villas and yachts all make for nice image content, especially when accompanied by that fresh and inviting fragrance that comes with the first opening of a glossy magazine! But it's true to say there's an over-abundance of it.

Trust

As already mentioned above, U/HNWI's have one overpowering, almost paranoiac need. Privacy. Get involved in a private or structured financing of any consequence and you'll come to know how overriding privacy and non-disclosure is in any transaction.

And this conflicts head on with the need to identify and market to them. Very few self-respecting U/HNWI's will break cover by subscribing to media, print or online. While my own publication, which focuses on private investment and non-bank finance has family offices, wealth managers and others 'linked' to U/HNWI's as subscribers, I can identify just a few actual U/HNWI's in our subscriber file. Crucially, these are personal contacts and therefore trust me not to let their names or contact details slip into the public domain.

It is this 'trust' element that's so critical. U/HNWI's will work only with people (or brands) they know and trust. Therefore, the immutable truth is that only known and trusted product or service providers are direct to U/HNWI's (not those 'linked' to them). It is they who hold all the marcoms cards, to a degree no media or marketer can equal.

Powerful

And what power these cards put into the hands of any company wanting first and foremost to keep the U/HNWI clients they already have - and then, attract new ones! Such companies can operate their own quality online journals under their own brands for their current and prospective new clients. Crucially, with your competition excluded and with your own corporate message embedded as an integral part of a quality editorial package.

A quality medium available not only to your existing clients as an added value service (and your own gold-plated marcoms tool to boot), but up there on the web and ready to receive new customers, which you can qualify through your own built-in registration process.

You'll be publishing a medium that clearly shows you know what makes your customers tick. They'll be happy to register with you, an established and trusted 'wealth' brand. You will have successfully exploited the conflicts and dynamics of this unique media sector to consolidate your own position, and take a commanding lead in your piece of the market.

A five minute read of [Return of the White Label](#) will show you how to do it.

ENDS

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