

# Retirement sector players ramp up digital outreach as turbulence persists

Leading recordkeepers, insurers launch websites, video campaigns and more as coronavirus measures limit face-to-face interaction further

[Randy Plavajka](#) March 23, 2020, 5:15 pm

Multimedia and social channels have quickly become a staple marketing fixture for recordkeepers and other retirement service providers to engage their target audience while face-to-face interactions are significantly limited to prevent further spread of the novel coronavirus.

**Transamerica, Lincoln Financial, Empower Retirement** and other leading players have been forced to get creative as they take proactive [countermeasures to curb rash decisionmaking](#) from plan participants and investors about their savings. The result is a new wave of websites, video series and digital campaigns to try and engage an audience that may be susceptible to headlines and fear of a full-blown recession.

Throughout March, many retirement-focused financial services companies issued broad statements from chief executives at the minimum. Some reallocated resources from existing campaigns and other planned media toward bridging the gap in online education that was widened by the rise of Covid-19 cases and subsequent social distancing to dampen the spread.

Asset manager marketing specialists **Lauren Colonna**, principal at **Ovis Creative**, and **Dan Sondhelm**, CEO of **Sondhelm Partners**, the current marketing landscape is ripe for opportunity as digital platforms stand to see the most attention in the coming weeks and months.

[Firms that depend on event sponsorships and professional sport organization partnerships have had to place marketing dollars on pause](#) with little guidance materializing about how to best address the loss in activations and investments in such deals.

As of last week, **John Hancock** became the latest firm to be impacted by the mass cancellations as the Boston Marathon was postponed to Sept. 14, 2020 after it was originally scheduled for April 20, 2020.

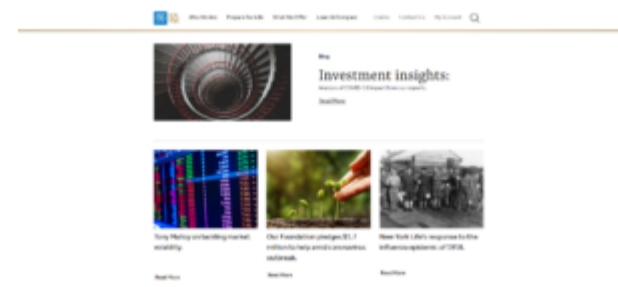
In a written statement, the firm said the news is disappointing for all who were set to participate, but the postponement was necessary for the community to prevent further spread of Covid-19 in line with guidance from the medical sector and government leaders.



Transamerica was one of the first firms to revise its digital presence in response to the coronavirus concerns.

In response to the digital shift, Transamerica [devoted a vertical on its website](#) to providing frequent updates on the market turbulence being driven and exacerbated by the novel coronavirus pandemic. The Cedar Rapids, Iowa-based firm retooled its messaging to more closely resemble a national media outlet during the early stages of the spread and has delivered near-weekly updates throughout the first quarter on the impact to its client base and target audience.

After having to delay its regional tournament sponsorship deal with the **National Collegiate Athletic Association**, **New York Life** [created a vertical](#) similar to Transamerica's on its own website. The insurance giant's new page, however, has a more direct emphasis on thought leaders, including perspective and media coverage featuring views from CIO **Tony Malloy**.



New York Life retooled its newsroom vertical for the increased messaging on market turbulence.

A statement from New York Life CEO **Ted Mathas** spans the top half of the page, while blog posts related to analysis, philanthropy and the firm's historic responses to pandemics fills out the rest of the page.

Lincoln took a more video-centric approach with its audience.

In addition a letter from CEO **Dennis Glass**, the annuities heavyweight published talking head-style [videos](#) on **LinkedIn** and other social channels to address the volatility with its clients and participants. Video has been a crutch for prior firm campaigns, most recently a [retirement-focused series](#) the firm collaborated with **National Football League** players from the **Philadelphia Eagles** on.

**Principal Financial Group** has also pivoted toward being a news source during the volatility, with messaging more narrowly tailored to answer unique participant questions with [articles and blog posts](#) from the firm. One post addressed financial needs for small business owners during the changing environment.



Lincoln's landing page leads directly to its turbulence coverage, similar to other leading players.

The Des Moines, Iowa-based insurer, recordkeeper and asset manager also took to **Twitter** and social media channels with its outreach, calling for inquiries into best practices for [investing and weathering](#) the volatility.

**Nancy Lough**, professor at the **University of Nevada Las Vegas**, previously told *Fund Intelligence* that she expects more social media activations and creativity in the mobile space to arise from the limitations and drawbacks of physical marketing campaigns in the current market.

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