

Moneyweb campaign – March 2016

Moneyweb.co.za – Personal Finance Section

The screenshot shows the Moneyweb.co.za website interface. At the top, there's a navigation menu with links for News, In Depth, MyMoney, Investing, Opinion, Radio, and Tools and data. Below the navigation, there's a search bar and a 'SHOW QUICK INDICATORS' button. A large red banner is positioned across the top of the main content area, featuring the FISA logo and the text 'ESTATE PLANNING TRUSTS WILLS ESTATES BENEFICIARY FUNDS' and 'Setting the fiduciary professional standard. Join FISA today!'. Below the banner, the main content is divided into several sections. On the left, there's a large article titled 'Over-contributions to retirement funds could trigger estate duty headaches' by Ingé Lamprecht, dated 9 March 2016. To the right of this article, there's a 'FAST NEWS' section with several short news items. Further right, there's an 'EDITOR'S PICKS' section with three items, and a 'Protect your FAMILY' section with a call to action to nominate a FISA member as an executor or trustee.

Members will remember that FISA ran a campaign on Moneyweb.co.za in March 2016, an exercise which we will repeat in August in the lead-up to the conference.

The March campaign was aimed at:

- Raising awareness of FISA among the Moneyweb community (with a reach of 400 000 users), directing readers to the new FISA website and encouraging them to use a FISA member for fiduciary matters
- Encouraging potential members to join the Institute

FISA had banner ads on the Personal Finance page for the month of March and for one week we had a presence on Moneyweb's home page where three consecutive articles were posted.

The results were very encouraging. Highlights follow below:

Highlights

407 click-throughs to the FISA website from our banner ads

581 410 ad server impressions

Article – How not to draft a Will – 5043 page views; 298 shares on social media PLUS published the in Citizen newspaper

Article – Changes to estate duty implications – 6355 page views; 110 shares

Article – Overcontributions to retirement funds – 2750 page views; 177 shares

Following below are a few additional screenshots:

Moneyweb.co.za – Article 1

The screenshot shows the Moneyweb website interface. At the top, there is a navigation bar with categories like News, In Depth, MyMoney, Investing, Opinion, Radio, and Tools and data. Below this is a search bar and a 'SHOW QUICK INDICATORS' button. A prominent banner for FISA (The Fidelity Institute of Southern Africa) is displayed, with the text 'Setting the fiduciary professional standard. Join FISA today!'. The main article is titled 'How (not) to draft a will' by Ingé Lamprecht, dated 7 March 2016 06:01. The article features a photo of a pair of glasses on a desk next to a document titled 'Last Will and Testament Form' and 'Inheritance Tax'. To the left of the article, there are social media sharing options and a '165 Total Shares' counter. Below the article, there is an 'AUTHOR PROFILE' section for Ingé Lamprecht. On the right side, there is an 'EDITOR'S PICKS' section with three items: 'Change to estate duty could have far-reaching implications', 'Value managers finally have something to smile about', and 'Vitality Active Rewards: Carrot or stick?'. At the bottom right, there is a section titled 'Practising in FIDUCIARY?' with the text 'Can you afford to NOT be a FISA member?'.

Page Views : 5043
 Unique Page Views : 4674
 Shares : 298

Moneyweb.co.za – Article 2

The screenshot shows the Moneyweb website interface. At the top, there is a navigation bar with categories like News, In Depth, MyMoney, Investing, Opinion, Radio, and Tools and data. Below this is a search bar and a 'SHOW QUICK INDICATORS' button. A prominent banner for FISA (The Fidelity Institute of Southern Africa) is displayed, with the text 'Setting the fiduciary professional standard. Join FISA today!'. The main article is titled 'Change to estate duty could have far-reaching implications' by Ingé Lamprecht, dated 8 March 2016 00:01. The article features a photo of hands holding a pen over a document. To the left of the article, there are social media sharing options and a '94 Total Shares' counter. Below the article, there is an 'AUTHOR PROFILE' section for Ingé Lamprecht. On the right side, there is an 'EDITOR'S PICKS' section with three items: 'Four questions to Discovery Vitality's CEO', 'How (not) to draft a will', and 'MMI sees opportunity in the UK financial'. At the bottom right, there is a section titled 'Protect your FAMILY.' with the text 'Nominate a FISA member as your executor / trustee.'.

Page Views : 6355
 Unique Page Views : 5868
 Shares : 110