



A FREE INDUSTRY REPORT

By Allan Whatmore Skim in 10 minutes Full report about 44 minutes

The Adviser Marketing Report 2027

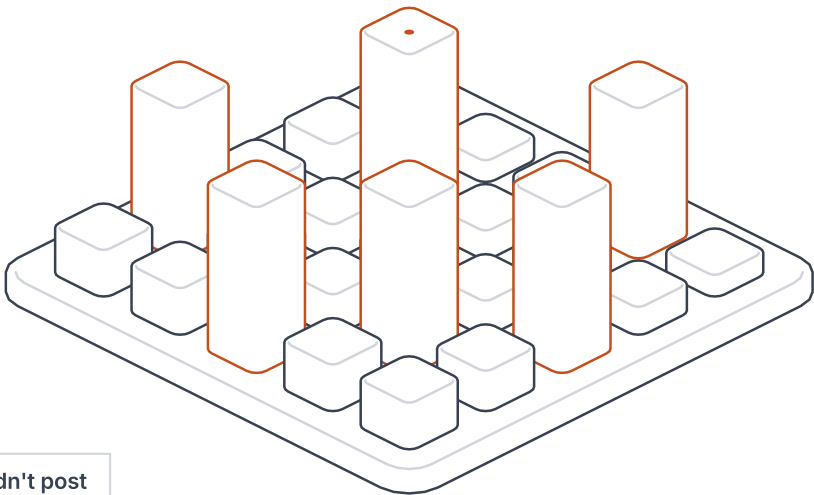
How 3,197 Australian advice firms show up online

We read every public post these firms made from 27 Jul to 25 Oct 2026 (90 days), 10,418 in all, and checked each firm's pages, website and Google listing in October 2026. Every firm has at least one adviser on the ASIC register and a working website. No firm is named.

PLATFORMS WE MEASURED



Under 1 in 4 posted



Most didn't post



FOREWORD

A note from Allan

Here's why we built this. I've spent 13 years in this industry, and almost every firm owner I talk to says the same thing about social media. You post something you worked hard on, a few people like it, and you've got no idea if it did anything.

So we stopped guessing and measured it. We checked 3,197 Australian advice firms, every one with a current ASIC adviser and a working website. We looked at every public page of theirs we could find, linked from their website or not, and every post on those pages in the 90 days to 25 October 2026. No firm is named.

The news is good. Most firms are quiet, so the bar is low. Posts about your people get far more response than anything else. And most of what works costs nothing.

Have a read, pick 1 or 2 things, and give it a crack this month.

Allan Whatmore

Founder, Growth Studio Agency

THE ADVISER MARKETING REPORT 2027 · DATA TO OCTOBER 2026
PRESENTED BY GROWTH STUDIO AGENCY 

WORDS WE USE

Words we use

This report uses a few social media words. Here is what each one means. Every number in the report uses these meanings.

Firms we checked

The 3,197 Australian financial advice firms in this report. Each one has at least one adviser on the ASIC register (the government's public list of licensed financial advisers) and a working website.

Page

A firm's own account on Facebook, Instagram or LinkedIn. We count a page if the firm's website links to it, or if we found it by searching and the page itself shows the firm's web address or phone number.

Follower

A person who has chosen to see a page's posts when they open Facebook, Instagram or LinkedIn.

Post

Anything a page puts up for people to see: a photo, a video or a written update.

Reactions

Likes and the other one-tap responses (such as love or wow) on a post. They are the quickest public sign that people noticed a post. Comments and shares are counted separately, and the report says so when it uses them.

Posted last month

Posted at least once in the 30 days to 25 Oct 2026. A firm that did is "active". A firm that didn't is "quiet".

Typical

The one in the middle. Line every firm up from lowest to highest: the typical firm is the one in the middle, so half are above it and half are below. One very big firm can't pull it up the way it would pull up an average.

Post types

We sorted every post into a type. **Team posts** are about the firm's people, such as staff photos and team news. **Firm news** covers milestones, awards and office news.

Education posts give tips or explain money topics. **Sales posts** make an offer or invite people to book.

Google listing

The box with a business's map pin, opening hours and reviews that shows up when you search for it on Google. Google calls it a Business Profile.

Licensee and self-licensed

Every financial adviser works under a financial services licence. The licensee is the company that holds that licence. A self-licensed firm holds its own.

"8 in 10"

We round most shares to "X in 10" so they are easy to picture. The exact percentage sits next to it once, in brackets: for example, 8 in 10 (82.3%).

Small group

A number based on fewer than 100 firms, pages or posts. Treat it as a rough guide. Anything based on fewer than 30 is left out.

Same-page comparison

To be fair to small pages, many findings compare two kinds of post on the same page, such as team posts against education posts. We take the typical post of each kind and see which got more reactions. Some come out even, so "did better" and "did worse" don't add up to 100%.

WHEN THE DATA IS FROM

Posts: every public post from 27 Jul to 25 Oct 2026 (90 days).

"Last month": the 30 days to 25 Oct 2026.

Followers, Google listings, and Facebook and Instagram ads: checked on 26 Oct 2026.

Firm websites: read 26 to 28 Oct 2026.

New Google reviews and Google ads: the 12 months to 26 Oct 2026.

YouTube uploads: the 90 days and the 12 months to 26 Oct 2026.

Advisers' own LinkedIn posts: 10 Sep to 10 Oct 2026.

The ASIC register of advisers: as it stood on 10 Oct 2026.

Which pages each website links to: checked 14 to 28 Oct 2026.

Whether those Facebook links still open: checked 25 to 28 Oct 2026.

Each finding also gives its own dates, in the line under its picture.



The report in 12 numbers

Most advice firms have a social media page. But about 2 in 3 of those firms hadn't posted on it in the last month. The posts that get the most response are about the firm's people. So it doesn't take much to stand out.

WHO IS IN THE STUDY

We checked 3,197 Australian advice firms. Each one has at least one adviser on the ASIC register and a working website. In this report we call them the **firms we checked**.

Two numbers come up a lot, and they count slightly different groups:

Fewer than 1 in 4 posted last month (23.3%). This counts 3,107 firms: every firm we checked, including firms with no page at all, except 90 firms whose pages wouldn't open, so we couldn't tell if they posted.

About 2 in 3 hadn't posted in a month (65.7%). This counts only the 2,109 firms that have a page we could open.

Every finding says which firms it counts.

How to read the pictures:  Bronze = the side that does better, or the opportunity

 Grey = the quieter side A logo shows which platform a number is about

Icons are rounded to whole icons. The exact number is written under each picture.



2 in 3

hadn't posted in a month

About 2 in 3 firms with a social media page (65.7%) hadn't posted on it in the 30 days to 25 Oct 2026.

Counted: 2,109 firms we checked that have a Facebook, Instagram or LinkedIn page we could open.



Under 1 in 4

posted last month

Fewer than 1 in 4 firms (23.3%) posted on a Facebook, Instagram or LinkedIn page in the 30 days to 25 Oct 2026.

Counted: 723 of 3,107 firms we checked. Firms with no page count as not posting. 90 firms whose pages wouldn't open are left out.



1 in 8

Facebook links go nowhere

About 1 in 8 firms (12.3%) whose website links to Facebook link to a page that didn't open. It may be deleted, renamed or blocked to the public.

Counted: 165 of the 1,341 firms whose website links to a Facebook page. Links checked 25 to 28 Oct 2026.



3 in 10

have no social page

Of these 964 firms, 874 have no social page at all. The other 90 link only to someone else's page, such as their licensee's. (A different 90 from the firms whose pages wouldn't open.)

Counted: 964 of the 3,197 firms we checked. Websites checked 14 to 28 Oct 2026, then a search for pages they don't link to.



170

followers on a typical Facebook page

Half of firm Facebook pages have fewer followers than this. 8 in 10 have fewer than 500, so a small page is normal.

Counted: 1,409 firms whose Facebook page showed a follower count. Followers counted on 26 Oct 2026.



About half

of all reactions, from 1 in 5 posts

Team posts and firm news were only about 1 in 5 of all posts. But they got about half of all reactions (likes and similar taps).

Counted: 9,351 posts by the firms we checked, 27 Jul to 25 Oct 2026.



9 in 10

pages: team posts did better

On 9 in 10 pages that posted both kinds (89.4%), team posts got more reactions than the same page's education or sales posts. On 6.1% they got fewer. The rest were even.

Counted: 396 pages of the firms we checked, posts from 27 Jul to 25 Oct 2026.



15 vs 3

reactions on a typical LinkedIn post

A typical post on an adviser's own LinkedIn profile gets about 15 reactions. A typical post on a firm's LinkedIn company page gets 3.

Counted: posts by 314 advisers from the whole ASIC register and 315 company pages of the firms we checked, 10 Sep to 10 Oct 2026.



6 in 100

were running ads

Only about 6 in 100 firms we could check (5.7%) were running paid ads on Facebook or Instagram.

Counted: 60 of the 1,055 firms whose website links to a Facebook page that we could check for ads. Checked on 26 Oct 2026.



1 in 8

websites let you book online

About 1 in 8 firm websites (13.1%) have an online booking tool we could find, where a visitor picks a meeting time themselves.

Counted: 380 of 2,905 websites of the firms we checked. Websites checked 26 to 28 Oct 2026.

G

3

Google reviews on a typical listing

About 1 in 4 listings show no reviews at all. Fewer than 1 in 10 have 50 or more.

Counted: 1,976 firms we checked whose Google listing we could match to their website. Checked 26 Oct 2026.

G

14 vs 3

Google reviews: firms that post vs firms that don't

A typical firm that posted last month has 14 Google reviews. A typical firm that hadn't posted in 90 days has 3. Firms in between are left out. The two go together; we can't say one causes the other.

Counted: 504 firms that posted vs 838 that hadn't, among firms we checked with a matched Google listing.

- **Posting is rare, so steady posting stands out.** More than half of firms with a page (57.5%) hadn't posted on it in 90 days.
- **Team posts and firm news get the most response.** Together they were about 1 in 5 posts, but they got about half of all reactions.
- **Small tricks don't matter much.** Hashtags, emojis and the day of the week made little difference to reactions.
- **Small firms aren't at a disadvantage.** For every 100 followers, one-adviser firms get about as many reactions as firms with 2 to 5 advisers.

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What's inside

The report has 12 chapters with the 35 strongest findings. The appendix at the end lists all 77. Each finding has a headline, a picture, the exact number, what it means for your firm, and what to keep in mind. Tap any heading to jump to it. Every chapter ends with a link back here.

The full appendix, with all 77 findings and every chart and table, is in the online version of this report.

01

The state of posting

7 ITEMS

Of the firms with a page we could open, about 2 in 3 hadn't posted on it in the last month.

[1.1 About 2 in 3 firms with a page hadn't posted on it in the last month](#)

[1.2 Fewer than 1 in 4 of the firms we checked posted on a page of their own last month](#)

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Pages that are gone or quiet

3 ITEMS

About 1 in 8 firm websites that link to Facebook link to a page that didn't open.

[2.1 About 1 in 8 firms that link to Facebook from their website link to a page that didn't open](#)

[2.2 About 6 in 10 firms with a Facebook or Instagram page have one that's quiet or gone](#)

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Followers and audience size

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The typical firm's Facebook page has 170 followers. 8 in 10 have under 500.

[3.1 The typical firm's Facebook page has 170 followers](#)

[3.2 8 in 10 firm Facebook and Instagram pages have fewer than 500 followers](#)

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Team posts and firm news are 1 in 5 posts but draw about half of all reactions.

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A typical adviser's own post got about 15 reactions. A company page post got 3.

[5.2 A typical adviser's own LinkedIn post gets about 5 times the reactions of a company page post](#)

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3 ITEMS

About 6 in 100 firms we could check for ads were running Facebook or Instagram ads.

[6.1 Only about 6 in 100 firms with a Facebook page were running Facebook or Instagram ads](#)

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Fewer than half of linked YouTube channels uploaded a video in the last 12 months, and fewer than 1 in 10 Instagram bio links go straight to a booking page.

[7.1 About 1 in 10 firms link a YouTube channel from their website, and fewer than half of those channels uploaded a video in the last year](#)

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Websites and Google

5 ITEMS

About 1 in 8 firm websites let visitors book a time online, and the typical firm's Google listing has 3 reviews.

[8.1 About 1 in 8 firm websites let visitors book a meeting time online](#)

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9 in 10 licensees have 10 or fewer advisers. On TikTok, almost all the views on money posts go to accounts no firm we checked links to from its website.

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What good looks like

2 ITEMS

Post steadily, at a pace you can keep, and make more of it about your people. Write a full caption and check that the links on your website work.

[10.1 On the pages that get the most reactions for their size, about 4 in 10 posts are about people. On other pages, it is about 1 in 10](#)

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If we couldn't read a page, we left it out. We never counted it as quiet. No firm, person or licensee is named.

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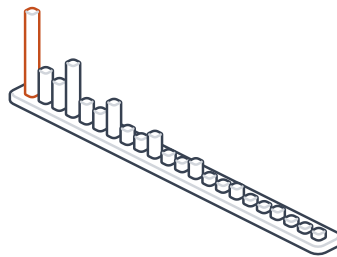
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About Growth Studio Agency

Growth Studio Agency is an Australian marketing agency that works only with financial advice firms. The Adviser Marketing Report is our free look at how advice firms show up online, built from public data.



01



Of the 2,109 firms with a page we could open, about 2 in 3 (65.7%) hadn't posted in the 30 days to 25 Oct 2026.

The state of posting

Most advice firms have a Facebook, Instagram or LinkedIn page. Far fewer post on it. If you post every week, you're already ahead of most firms.

THE SHORT VERSION

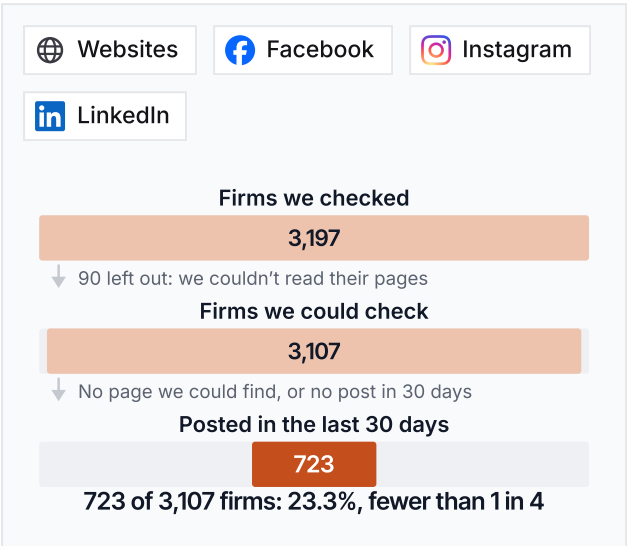
- Of the firms with a page, about 2 in 3 hadn't posted on it in the last month.
- Of all the firms we checked, fewer than 1 in 4 posted on a page of their own last month.
- The typical firm that posts at all does it about 4 times a month.

4 more in the appendix →

Do this: pick the one platform your clients use and post on it once a week for the next month.

FINDING 1.2

Fewer than 1 in 4 of the firms we checked posted on a page of their own last month



Of the 3,107 firms whose pages we could check, counting firms with no page as not posting, **fewer than 1 in 4** (23.3%) posted on a page of their own in the 30 days to 25 Oct 2026.

723 of the 3,107 firms we could check (23.3%) posted on a Facebook, Instagram or LinkedIn page of their own in the 30 days to 25 Oct 2026. Firms with no page count as not posting. That is why this share is lower than in finding 1.1, where about 1 in 3 of the firms that have a page posted.

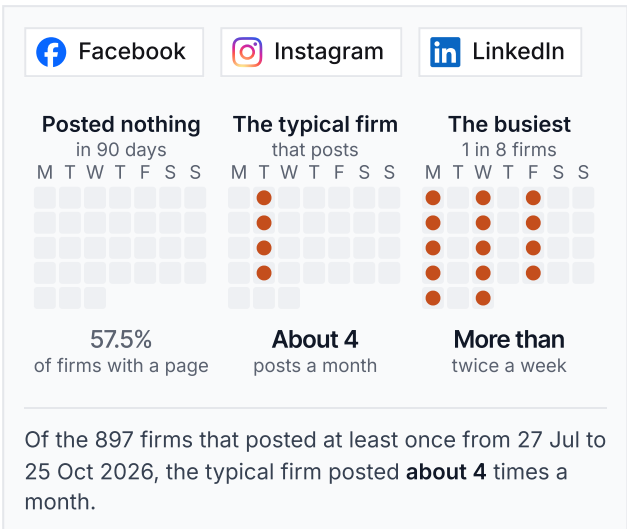
WHAT THIS MEANS FOR YOUR FIRM

Firms drop out at two points: they have no page, or they have a page and don't post on it. Have a page and post on it every month, and you're ahead of more than 3 in 4 firms.

Keep in mind: The real share is at least this high. A firm that posts on a page we could not find counts here as not posting. The 23.3% leaves out 90 firms whose pages we couldn't read, which is why it is out of 3,107 firms, not 3,197.

FINDING 1.4

The typical firm that posts at all does it about 4 times a month



Among the firms that posted at least once from 27 Jul to 25 Oct 2026, the typical firm posts about 4 times a month across all its pages. A post shared to two platforms counts once. Half of these 897 firms post between about 1 and 10 times a month. If you also count the firms that posted nothing, the typical firm posts zero times a month.

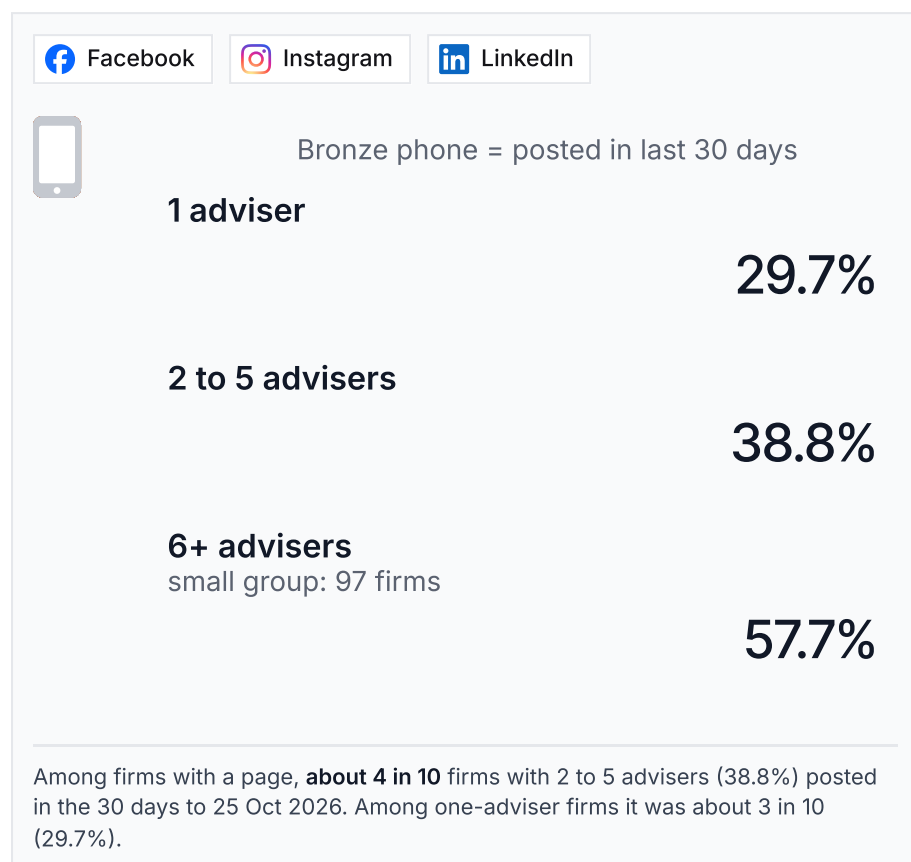
WHAT THIS MEANS FOR YOUR FIRM

4 posts a month, about one a week, puts you level with a typical firm that posts. More than twice a week puts you among the busiest 1 in 8 firms.

Keep in mind: Our tool reads up to 10 recent posts on a Facebook page, 12 on Instagram and 8 on LinkedIn (finding 11.5). 462 of the 897 firms that posted reached that limit on a page, so for busy firms the number of posts is an estimate. In the rows for each platform, a post shared to two platforms counts once on each.

FINDING 1.5

Firms with more advisers are more likely to have posted last month, on every platform



Firms with more advisers are more likely to post. Among firms with a page we could open, the share that posted in the 30 days to 25 Oct 2026 was 29.7% for firms with one adviser (1,255 firms), 38.8% for firms with 2 to 5 advisers (757 firms) and 57.7% for firms with 6 or more (97 firms, a small group).

WHAT THIS MEANS FOR YOUR FIRM

Bigger firms have more people to post about and more hands to help. A solo adviser can close the gap with a simple routine: one post a week, planned in one sitting a month.

Keep in mind: We count only the advisers we could match to each firm, so some firms are bigger than shown. The groups with 6 or more advisers are under 100 firms each, so treat them as a rough guide.

FINDING 1.9

Firms whose typical adviser is newer to advice are more likely to post



Among firms whose typical adviser has under 5 years in advice, 42.5% posted in the 30 days to 25 Oct 2026 (127 firms). Where the typical adviser has 20 years or more, it was 16.3% (1,309 firms). In between it steps down: 5 to 9 years 32.5% (311 firms), 10 to 19 years 26.2% (1,341 firms). Firms with at least one adviser under 5 years in advice: 41.7% posted (477 firms), against 20% of firms with none (2,611 firms). Among one-adviser firms only, comparing under 5 years with 20 years or more: 39.1% (87 firms, a small group) against 14.8% (961 firms).

WHAT THIS MEANS FOR YOUR FIRM

Firms with newer advisers tend to post more. If someone in your team is comfortable on camera or writing posts, give them the page, whatever their years in advice.

Keep in mind: These go together. It doesn't show that newer advisers cause more posting. Years in advice start from each adviser's first year of giving advice, as listed on the ASIC register on 10 Oct 2026. We use the firm's typical (middle) adviser, so the years are approximate. About 1 in 7 register entries give dates that don't line up, so treat the years as rough. Bigger firms post more, so we also checked one-adviser firms on their own, and the pattern holds there.

FINDING 1.10

Where a firm is based makes only a small difference to whether it posts



Regional firms: 25.6% posted in the 30 days to 25 Oct 2026 (468 firms), against 22.9% in major cities (2,631 firms). So regional firms post at least as much. Firms in the best-off postcodes (area wealth score 10): 19.5% (1,065 firms), against 25.5% in the lower half (scores 1 to 5, 514 firms). Firms whose business was registered in the last 5 years: 29.5% (325 firms), against 23.7% for older businesses (1,854 firms). Among one-adviser firms only: regional 19.9% (296 firms) against major cities 18.5% (1,698 firms); best-off postcodes 15.6% (665 firms) against the lower half 19.6% (331 firms); newer businesses 26% (246 firms) against older 18.6% (1,110 firms).

WHAT THIS MEANS FOR YOUR FIRM

A regional town or a wealthy suburb doesn't decide this. Firms that post do it wherever they are, so your location is no reason to sit it out.

Keep in mind: These go together; none of them shows a cause. Each gap is small, too small to rely on. How well-off a postcode is comes from the ABS area wealth score (called SEIFA), which ranks postcodes from 1 to 10. The best-off postcodes have a score of 10; the lower half have 1 to 5. A firm's age is the date its business was registered, so a firm that restructured looks younger than it is, and posting doesn't steadily rise or fall as firms get older. We could date 2,248 of the 3,197 firms (70.3%). Of the 3,107 firms whose pages we could check, the 2,179 we could date post a little more (24.6% posted) than the 928 we could not date (20.2%).

FINDING 1.11

Firms with a practice manager are more likely to post



Firms with a practice, office or operations manager on LinkedIn: 49.1% posted in the 30 days to 25 Oct 2026 (104 of 212 firms), against 33.7% of firms without one (413 of 1,226). Firms with a marketing person or a practice manager: 53.3% (137 of 257), against 32.2% of firms with neither (380 of 1,181). Comparing firms of the same size: among firms with 2 to 5 advisers, 50.5% with a manager posted (103 firms) against 39.2% without (482 firms). Among one-adviser firms, 41.3% (92 firms, a small group) against 28.2% (680 firms). Side note, small group: firms with a marketing person on LinkedIn, 76.3% (71 of 93) against 33.2% (446 of 1,345).

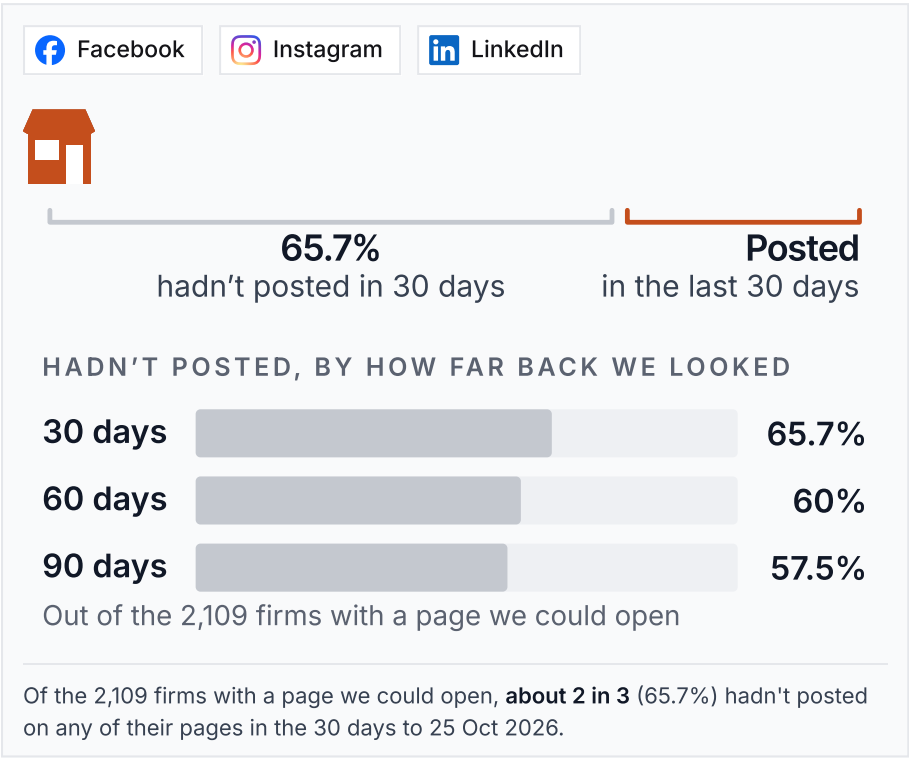
WHAT THIS MEANS FOR YOUR FIRM

Posting tends to happen where someone owns it. If you have a practice manager, the page can sit with them as part of the week.

Keep in mind: These go together. It doesn't show that staff cause posting. Staff at active firms may be more likely to list the firm on their own LinkedIn, which would make the gap look bigger. Staff are people we could find on LinkedIn with a current job title at the firm, so the real numbers are at least this high. This group only includes firms with 1 to 20 advisers and a LinkedIn company page, so its shares are higher than in finding 1.2 and can't be compared with it.

FINDING 1.1 — HEADLINE FINDING

About 2 in 3 firms with a page hadn't posted on it in the last month



Of the 2,109 firms with a Facebook, Instagram or LinkedIn page we could open, 65.7% hadn't posted on any of them in the last 30 days. 60% hadn't posted in the last 60 days, and 57.5% hadn't posted in the whole 90 days (27 Jul to 25 Oct 2026). The share gets smaller as we look further back, because some firms that were quiet last month did post a month or two earlier.

WHAT THIS MEANS FOR YOUR FIRM

If your page is quiet, you are in the majority, and it can be fixed in a month. If you post every week, you are already ahead of most firms.

Keep in mind: We left out 90 firms whose pages we couldn't open: for 74 of them every page was gone, and for 16 the page loaded empty. We did not count them as quiet. On LinkedIn we can't always tell a page that failed to load from a page with no posts, so the true share may be a little lower. Pages we could not find are not counted.

02

 Facebook  Instagram  LinkedIn  YouTube  TikTok



Of the firm websites that link to a Facebook page, about 1 in 8 (12.3%) link to a page that didn't open. In the picture, 1 of the 8 links is broken.

Pages that are gone or quiet

A firm's website is often the first place a new client looks. Many firms have no social page we could find. Many others link to a page that no longer opens, or that hasn't posted in months.

THE SHORT VERSION

- About 1 in 8 firm websites that link to Facebook link to a page that didn't open.
- Of the firms with a Facebook or Instagram page, about 6 in 10 have one that's quiet or gone.
- About 3 in 10 of the firms we checked have no social page of their own that we could find.

3 more in the appendix →

Do this: open your website on your phone, tap every social icon, and fix or remove any link that goes nowhere.

FINDING 2.2

About 6 in 10 firms with a Facebook or Instagram page have one that's quiet or gone



984 of the 1,652 firms with a Facebook or Instagram page we checked (59.6%) have a Facebook or Instagram page that had not posted from 27 Jul to 25 Oct 2026, or that no longer opened.

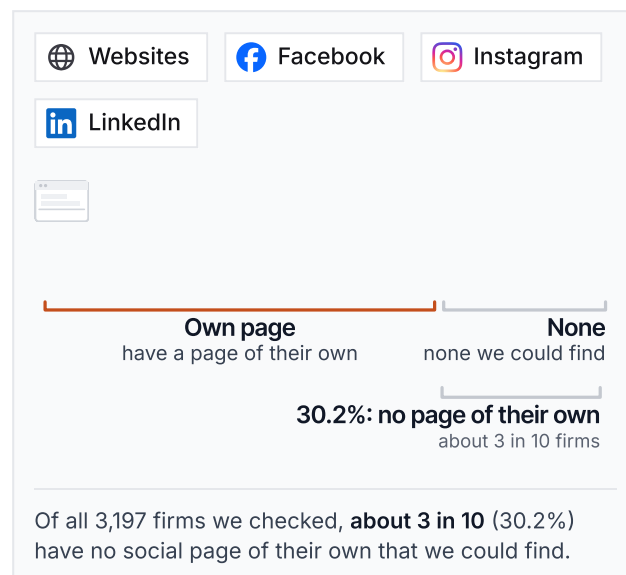
WHAT THIS MEANS FOR YOUR FIRM

An empty page looks worse than no page. Post on it again, or remove the link until you do.

Keep in mind: We checked every quiet page a second time. If a firm has one working page and one dead page on the same platform, we did not count it here, so the real share may be higher. By platform: 895 of the 1,565 firms whose Facebook page we checked, and 284 of the 636 with an Instagram account.

FINDING 2.3

About 3 in 10 firms have no social page of their own that we could find



964 of the 3,197 firms (30.2%) have no social page of their own that we could find. Of those, 874 (27.3% of all firms) have no social page at all. The other 90 (a different group from the 90 firms left out in finding 1.2) link only to someone else's page, such as their licensee's. If we count only pages linked from the firm's website, 46.4% (1,485 firms) have none. 534 firms whose website doesn't link to any Facebook, Instagram or LinkedIn page do have one that we found by search. Some of those 534 already link a YouTube, TikTok or X account, which counts as a page of their own, so 1,485 minus 534 is not exactly 964.

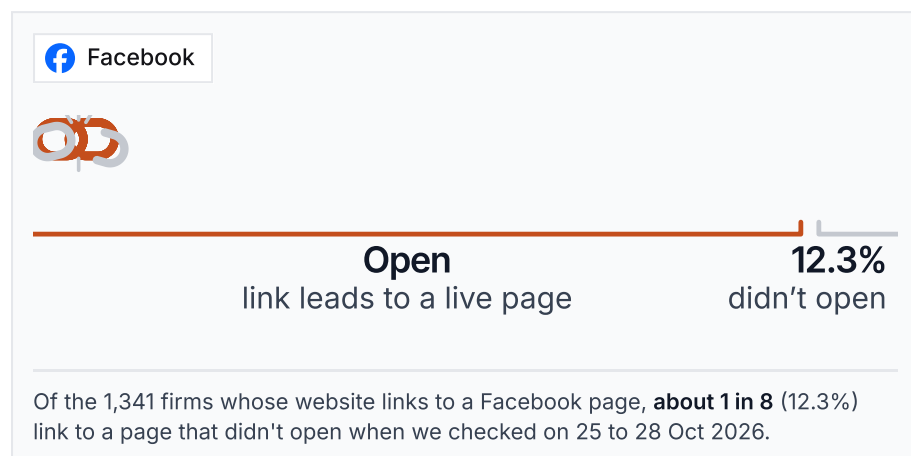
WHAT THIS MEANS FOR YOUR FIRM

If you have a page, link it from your homepage footer and your contact page. If your only link is your licensee's page, a visitor never sees your own team.

Keep in mind: A firm can own a page we could not find. Some websites are built in a way that hides their links from our tool. Self-licensed firms have a social page of their own about as often as firms under a licensee: 73.9% against 70.4%.

FINDING 2.1 — HEADLINE FINDING

About 1 in 8 firms that link to Facebook from their website link to a page that didn't open



165 of the 1,341 firms whose website links to a Facebook page (12.3%, about 1 in 8) link to a page that didn't open for the public when we checked on 25 to 28 Oct 2026.

WHAT THIS MEANS FOR YOUR FIRM

Open your own website on your phone today and tap every social icon. It takes 2 minutes. A link that goes nowhere is an easy fix.

Keep in mind: A page that didn't open may have been deleted, renamed, or hidden by an age or country limit. An earlier, separate check also found that 125 of these 165 pages would not open.

03



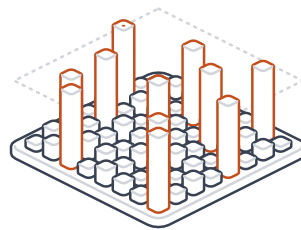
Facebook



Instagram



LinkedIn



Each bar is one firm's Facebook page: the taller the bar, the more followers. Only 11 of these 64 pages pass 500 followers. Across all firm Facebook pages, 8 in 10 have fewer than 500.

Followers and audience size

A follower is a person who has chosen to see a page's posts. Most advice firm pages have a few hundred followers. That is normal. A few hundred is enough when they are local clients and the people who refer clients to you.

THE SHORT VERSION

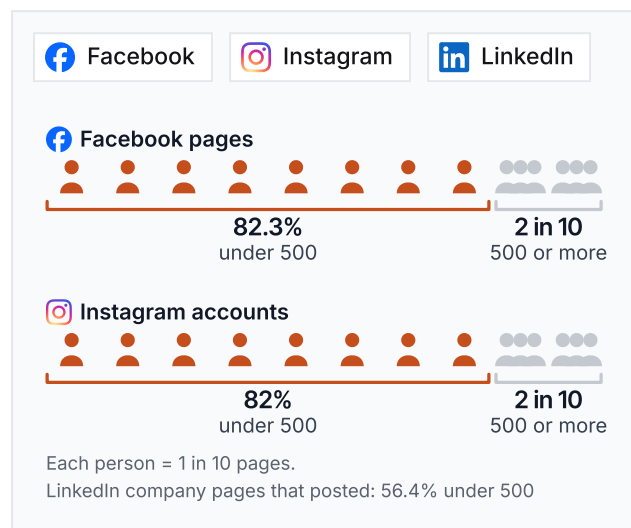
- The typical firm's Facebook page has 170 followers. Half have fewer, half have more.
- 8 in 10 firm Facebook and Instagram pages have fewer than 500 followers.
- A typical firm post gets 1 to 3 reactions, such as likes, and no comments.

2 more in the appendix →

Do this: stop counting followers. Judge your page by what you post over 3 months, not by how many followers it has.

FINDING 3.2

8 in 10 firm Facebook and Instagram pages have fewer than 500 followers



Of the 1,409 firms whose Facebook page showed a follower count, **8 in 10** (82.3%) have fewer than 500 followers (counted on 26 Oct 2026).

8 in 10 firm Facebook pages (82.3%) and 8 in 10 firm Instagram accounts (82%) have fewer than 500 followers. LinkedIn is different: a bit over half of firm LinkedIn pages that posted (56.4%) have fewer than 500.

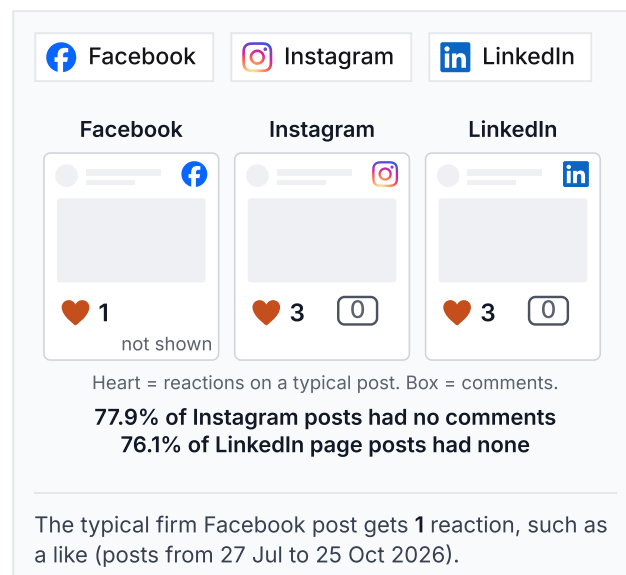
WHAT THIS MEANS FOR YOUR FIRM

If your page has 300 followers, you're in the same place as most advice firms. Put your effort into what you post, not into chasing more followers.

Keep in mind: Follower counts include people who no longer look at the page. A firm with 2 pages is counted once, using the bigger page. Fewer than 1,000 followers: 9 in 10 Facebook pages (92.5%) and 9 in 10 Instagram accounts (91.9%).

FINDING 3.5

A typical firm post gets 1 to 3 reactions and no comments



Reactions on the typical post: 1 on Facebook, 3 on Instagram and 3 on LinkedIn. Half of posts get between 0 and 3 reactions on Facebook, between 1 and 8 on Instagram, and between 0 and 10 on LinkedIn. Most posts get no comments at all: about 8 in 10 Instagram posts (77.9%) and LinkedIn company page posts (76.1%) had none.

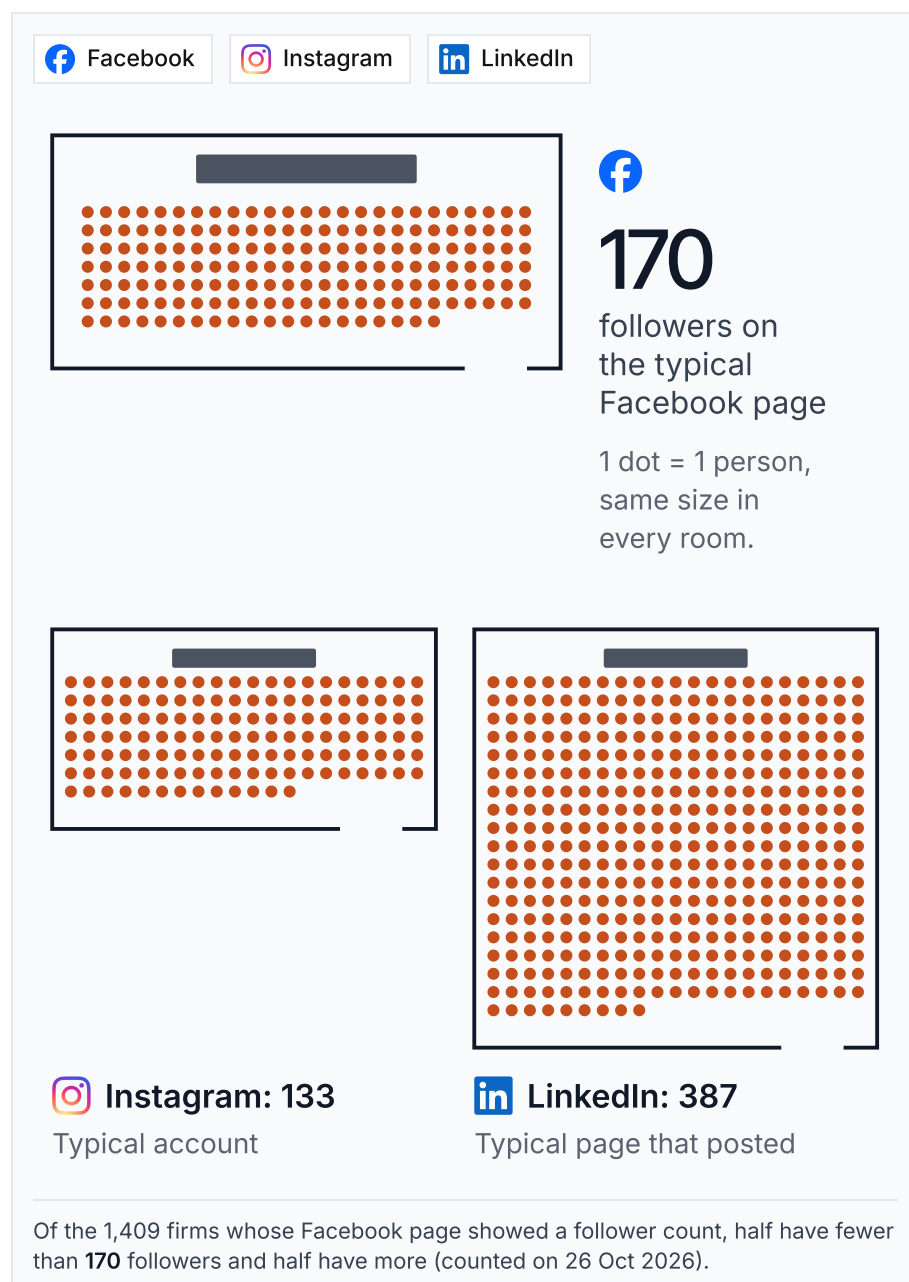
WHAT THIS MEANS FOR YOUR FIRM

If your posts get 2 or 3 likes, that's normal for an advice firm. Judge your page over 3 months, not one post at a time.

Keep in mind: Big pages tend to get more reactions, and this doesn't allow for that. We left out 230 LinkedIn reposts, because their reactions belong to the person who first posted them. Facebook is left out of the comments figure: it hid the comment count on 9 in 10 posts (89.2%), so we can't check how many had none.

FINDING 3.1 — HEADLINE FINDING

The typical firm's Facebook page has 170 followers



Facebook: the typical firm page has 170 followers. Half of firm pages have between 71 and 373. About 1 in 10 has 800 or more.

Instagram: the typical firm account has 133 followers, and half have between 57 and 334. About 1 in 10 has 844 or more.

LinkedIn: the typical firm page that posted has 387 followers, and half have between 152 and 930. About 1 in 10 has 2,511 or more.

WHAT THIS MEANS FOR YOUR FIRM

Don't compare your page with celebrities or big brands. 200 local followers who know your name is a normal, useful audience for an advice firm.

Keep in mind: Follower counts include people who no longer look at the page. A firm with 2 Facebook pages is counted once, using the bigger page. For LinkedIn, the 387 counts only the 459 company pages that posted from 27 Jul to 25 Oct 2026. Across all 823 firm LinkedIn pages with a follower count, the typical page has 117 followers.

REAL EXAMPLE

A one-adviser firm in Victoria, on Facebook and Instagram.

What they do: Posted more than 20 times across Facebook and Instagram in the 90 days from 27 Jul to 25 Oct 2026, and gets a strong response for its size on both.

Their numbers: Each post gets about 28 reactions for every 1,000 followers. The typical one-adviser firm gets about 4, so this firm gets more than 7 times as much.

Copy this: Pick the two platforms your clients use and keep both going every month. A small page can still get a big response.

Shared for reference and ideas, not as the one right way. One of the firms we checked, not named. Public posts up to 25 Oct 2026.

04



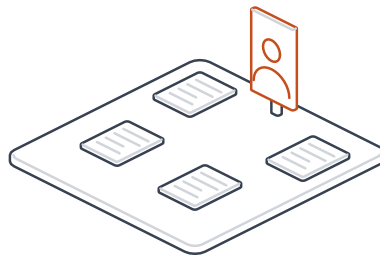
Facebook



Instagram



LinkedIn



Team posts and firm news were 1 in 5 of all firm posts, but they got about half of all reactions.

What content works

We sorted every post into a type. **Team posts** are about the firm's people. **Firm news** covers milestones, awards and office news. **Education posts** give tips and explain money topics. **Sales posts** make an offer or invite people to book. The posts that get the most response are about the people in the firm. Education still has a place, but it is not what people like, comment on or share most.

THE SHORT VERSION

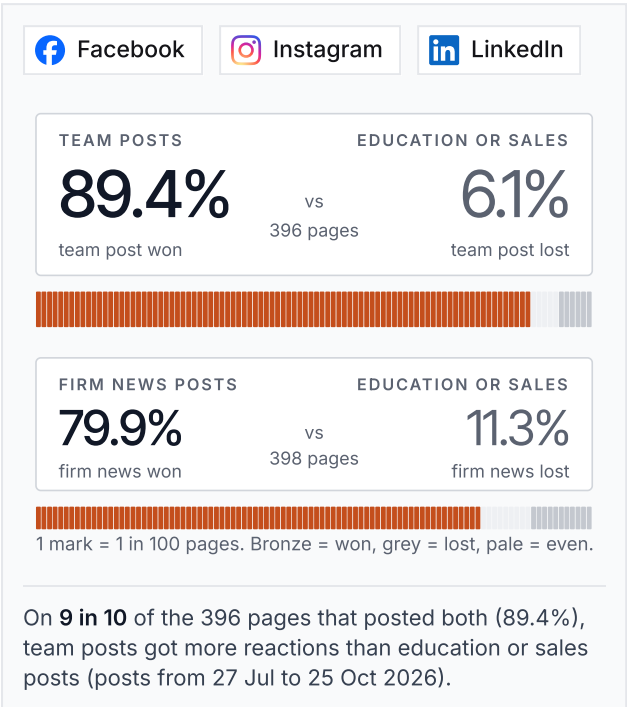
- Team posts and firm news are 1 in 5 posts but get about half of all reactions.
- On 9 in 10 pages, team posts get more reactions than the same page's education or sales posts.
- Team posts get far more comments and shares than education posts.

9 more in the appendix →

Do this: plan one team post for every education post this month.

FINDING 4.3

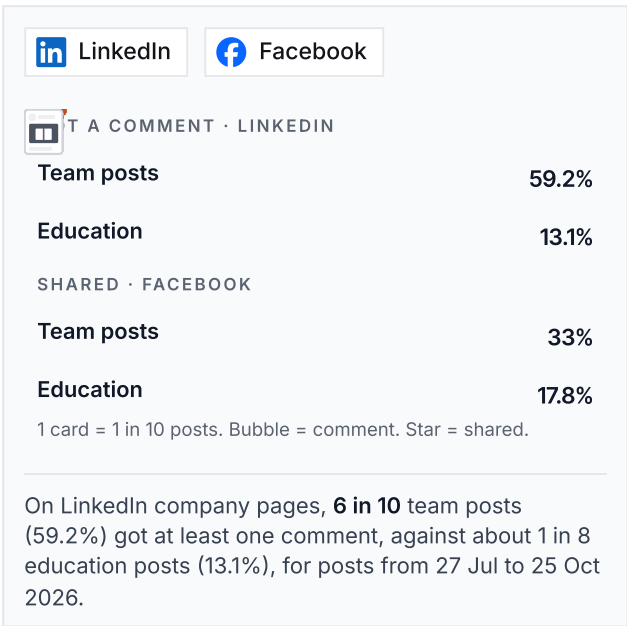
On 9 in 10 pages, team posts get more reactions than the same page's education or sales posts



Team posts got more reactions than education or sales posts on the same page on 89.4% of the 396 pages that posted both. They got fewer on 6.1%. Firm news (milestones, awards, new staff, office moves) got more reactions than education or sales posts on 79.9% of the 398 pages that posted both, and fewer on 11.3%.

FINDING 4.4

Team posts get far more comments and shares than education posts



On LinkedIn company pages, 59.2% of team posts got at least one comment, against 13.1% of education posts. On Instagram, 39.6% of team posts got a comment, against 17.4% of education posts (313 and 1,070 posts). Shares are a separate count. On Facebook, 33% of team posts were shared at least once, against 17.8% of education posts (403 and 1,797 posts). On LinkedIn, 39.6% of team posts were shared at least once, against 20.3% of education posts (240 and 967 posts). Firm news did best of all on LinkedIn: 55.2% of firm news posts were shared at least once (317 posts). Comparing posts on the same page, team posts were shared more often than education posts: on Facebook, 26.4% against 12.1% (140 pages); on LinkedIn, 32.3% against 21.2% (99 pages, a small group).

WHAT THIS MEANS FOR YOUR FIRM

When someone shares your post, their own friends and contacts see it. Team posts get shared more because the people in them, and their families, pass them on.

Keep in mind: Big pages tend to get more comments and shares, and this doesn't allow for that. Staff and their families sharing team posts is likely part of this. Where Facebook showed no share count, we counted zero shares.

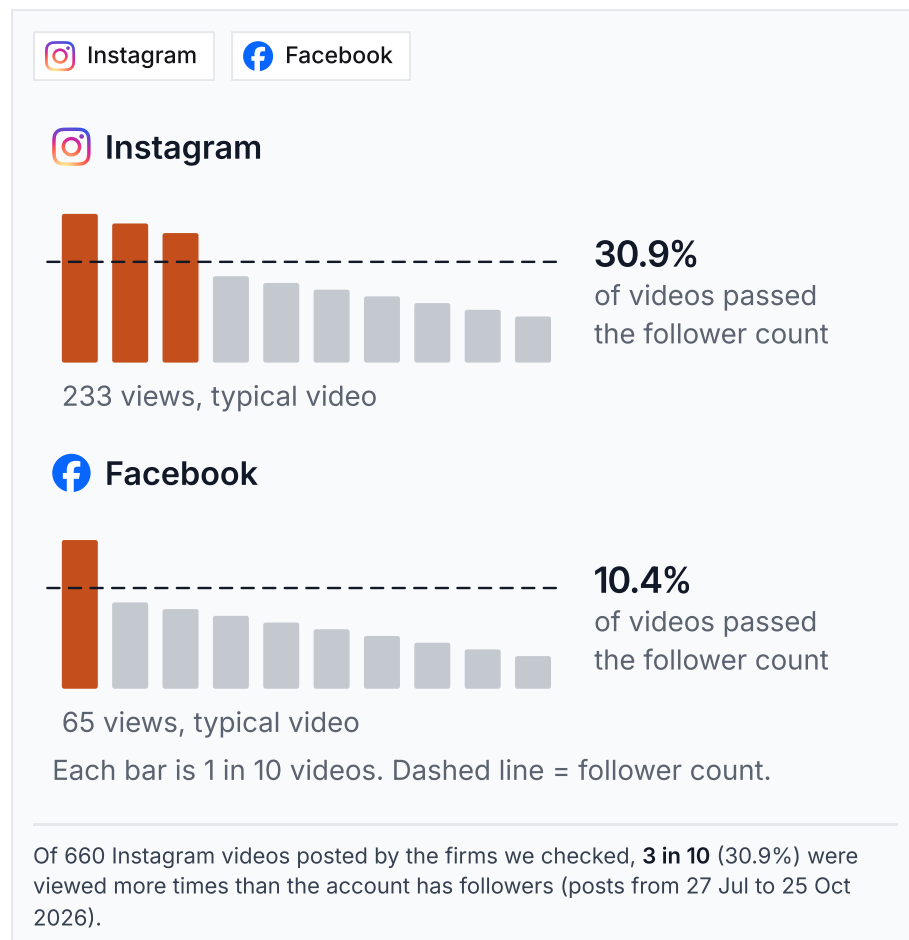
WHAT THIS MEANS FOR YOUR FIRM

This is the strongest pattern in the report. Because we compared posts on the same page, a big page can't explain the result. Plan at least one team post for every education post.

Keep in mind: This counts pages, not firms (a firm can have 2 or 3 pages). An AI tool sorted the posts by type; our 60-post accuracy check held only 5 team posts and 6 firm news posts. On 207 of the 396 pages, the page had only one team post. Client stories (better on 47.3% of 203 pages, worse on 30.5%) and opinion posts (41.9% against 28%, 186 pages) also did better more often than worse, but by much less than team posts, and the AI's sorting of these two types was barely tested, so we don't lean on them. Sales posts also beat education posts on the same page more often than they lost: Facebook 37.5% against 23.5%, Instagram 37.2% against 34%, LinkedIn 41.1% against 27.4%. But most of the AI tool's sorting mistakes are between sales and education posts, so treat that result with care.

FINDING 4.7

About 3 in 10 firm Instagram videos are viewed more times than the account has followers



30.9% of advice firms' Instagram videos were viewed more times than the account has followers. The typical video was viewed about half as many times as the account has followers. On Facebook, 10.4% of videos passed the follower count. Views on the typical video: 233 on Instagram, 65 on Facebook.

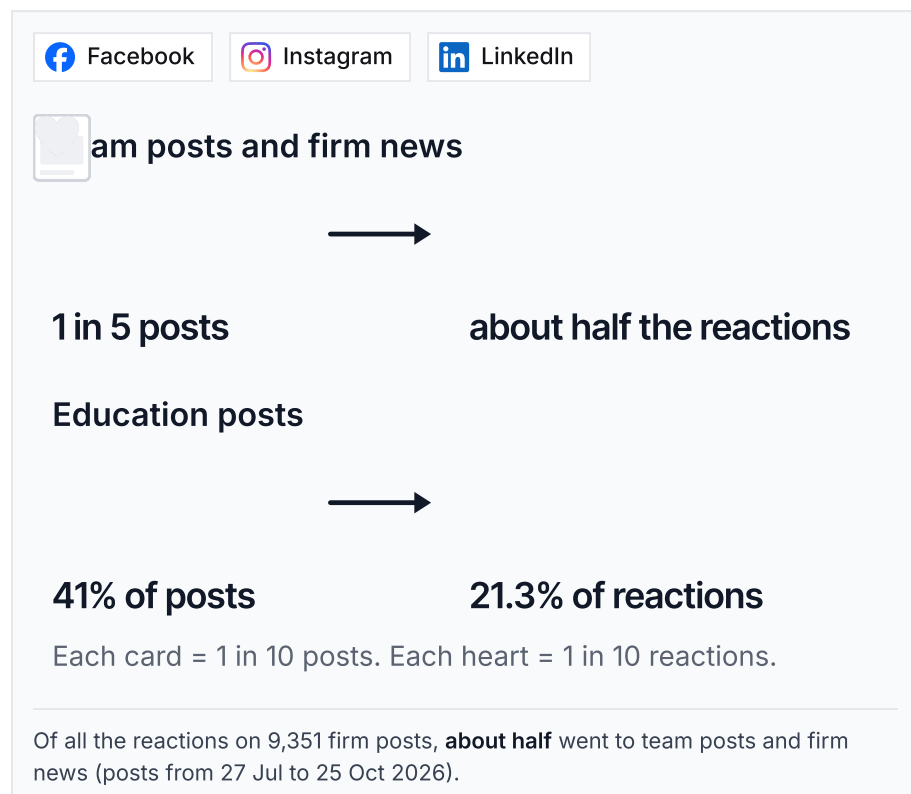
WHAT THIS MEANS FOR YOUR FIRM

Video is the one format where plays often outnumber the account's followers. A 30-second clip filmed on a phone counts.

Keep in mind: A view is one play of the video, not one person: one person can watch twice. Instagram and Facebook also count views differently.

FINDING 4.2 — HEADLINE FINDING

Team posts and firm news are 1 in 5 posts but get about half of all reactions



Team posts (about staff and people) were 10.2% of what firms posted, and got 27.1% of all reactions. Firm news (milestones, awards, office news) was 10.5% of posts and got 24.3%. Together, about 1 in 5 posts got about half of all reactions. Education posts were 41% of posts and got 21.3% of reactions.

WHAT THIS MEANS FOR YOUR FIRM

A photo of a team member's work anniversary, a new hire or an award is the post most likely to be liked. You already have this material every week.

Keep in mind: These totals don't allow for page size, but finding 4.3 compares posts on the same page and shows the same thing. With the most-liked 1 in 100 posts taken out, team posts still got 27.9% of reactions and firm news 25.6%. Likes from staff and their families are likely part of this.

REAL EXAMPLE

A two-adviser firm in New South Wales, on Instagram.

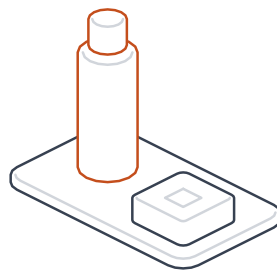
What they do: Posts short videos on its Instagram account.

Their numbers: All 3 of its recent videos were viewed more times than the account has followers. The typical one was viewed about 4 times as often as the account has followers. Across all firms, about 3 in 10 Instagram videos (30.9%) pass the follower count. Only 3 videos, so treat it as one example, not a rule.

Copy this: Film a short video on your phone and post it as a Reel (Instagram's short video format). Instagram says it shows Reels to people who don't follow the account yet.

Shared for reference and ideas, not as the one right way. One of the firms we checked, not named. Public posts up to 25 Oct 2026.

05



A typical post on an adviser's own LinkedIn profile got about 15 reactions (likes and similar taps). A typical post on a firm's company page got 3. That is about 5 times as many.

LinkedIn: advisers vs company pages

On LinkedIn, each person has their own profile, and a firm can also have a company page. Both can post. The few advisers who post on their own profile get far more reactions than their firm's company page does.

THE SHORT VERSION

- A typical post on an adviser's own profile got about 15 reactions. A typical company page post got 3.
- About 7 in 10 adviser profiles are missing a photo, a banner or an About section.
- Advisers with a fuller profile post more often: 25% posted in a month, against 4.1% of the rest.

4 more in the appendix →

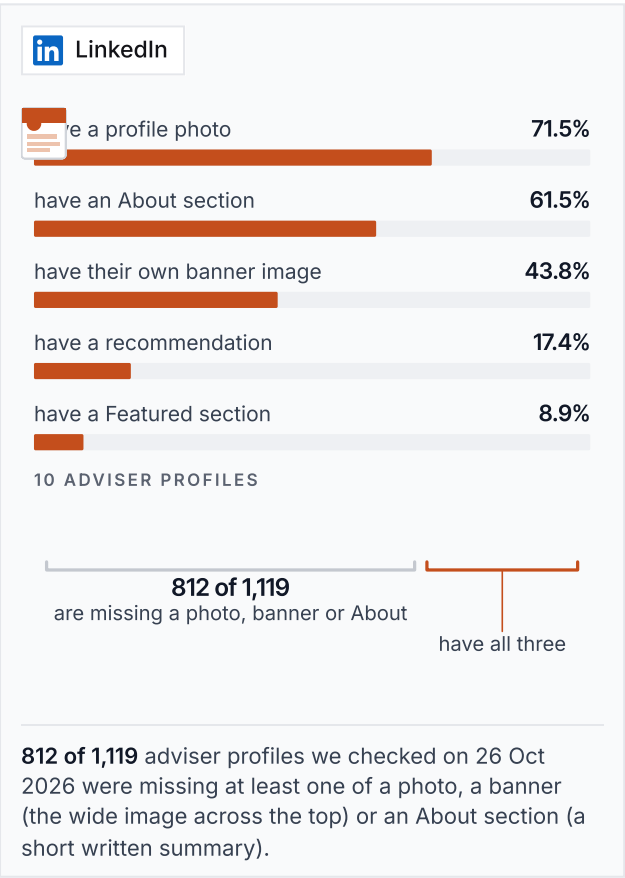
Do this: Get one adviser's LinkedIn profile complete this week (photo, banner and About section). Then have them post under their own name once a fortnight.

HOW WE MATCHED
ADVISERS TO FIRMS

Findings 5.3 to 5.7 use 1,119 adviser LinkedIn profiles that we could match to 782 of the firms we checked, through the firm's website address. We only match an adviser to a firm through a website address on our list. 3,243 of the 5,637 advisers with a LinkedIn profile we found (from the whole register, not only the firms we checked) had no such website on their profile, so the matched advisers are not a random pick. We checked 30 matched profiles by hand: the current employer was the right firm for 26 of 30 (86.7%). Profiles checked on 26 Oct 2026.

FINDING 5.3

About 7 in 10 adviser LinkedIn profiles are missing a photo, a banner or an About section



FINDING 5.5

Advisers with a fuller LinkedIn profile are much more likely to post



Of the 1,119 advisers we matched to the firms we checked, 71.5% have a profile photo, 61.5% an About section and 43.8% their own banner image. Fewer have a recommendation written by someone else (17.4%) or a Featured section that pins chosen posts or links to the profile (8.9%). 812 of the 1,119 are missing at least one of a photo, a banner or an About section.

WHAT THIS MEANS FOR YOUR FIRM

A photo, a banner and an About section take about 10 minutes each to add. Most advisers haven't done all three yet.

Keep in mind: 140 profiles could not be found or loaded, so they are left out. Every banner we counted was an uploaded image, so LinkedIn's plain default banner does not count.

FINDING 5.2 — HEADLINE FINDING

A typical adviser's own LinkedIn post gets about 5 times the reactions of a company page post



For each adviser who posted, we took their typical post. Half of these advisers got more than 15 reactions on it (314 advisers, 526 posts). Done the same way for company pages, the typical page got 3 reactions a post (315 pages, 946 posts).

WHAT THIS MEANS FOR YOUR FIRM

If one adviser at your firm is willing to post on their own LinkedIn profile, it is likely to reach more people than the company page alone. Keep the company page for team posts and firm news.

Keep in mind: These are different people and pages, and only ones that posted. We did not adjust for how many followers each has. Most posts got no comments at all: 54.8% of adviser posts and 81.3% of company page posts.

REAL EXAMPLE

An adviser at a New South Wales firm with more than 10 advisers.

What they do: Posts their own thoughts on their own LinkedIn profile, about once a fortnight. The profile is complete: photo, banner and About section.

Their numbers: Their typical post gets 19 reactions (likes and similar taps). For comparison, the typical adviser who posts gets about 15, and the typical company page post gets 3.

Copy this: Get one adviser to post on their own profile once a fortnight, after the profile has a photo, banner and About section.

Shared for reference and ideas, not as the one right way. One of the firms we checked, not named. Public posts up to 25 Oct 2026.

06

 Facebook ads Google Ads

Of the 1,055 firms whose Facebook page we could check for ads, about 6 in 100 were running Facebook or Instagram ads on 26 Oct 2026.

Ads

An ad is a post a firm pays for, so it shows to people who don't follow the page. Few advice firms pay for ads on social media. Bigger firms are much more likely to run ads, and firms that run ads also post a lot for free.

THE SHORT VERSION

- Only about 6 in 100 firms we could check for ads were running Facebook or Instagram ads.
- The bigger the firm, the more likely it runs ads: about 1 in 4 firms with 6 or more advisers do.
- Firms whose typical adviser joined the ASIC register in 2015 or later are 3 to 4 times as likely to run ads.

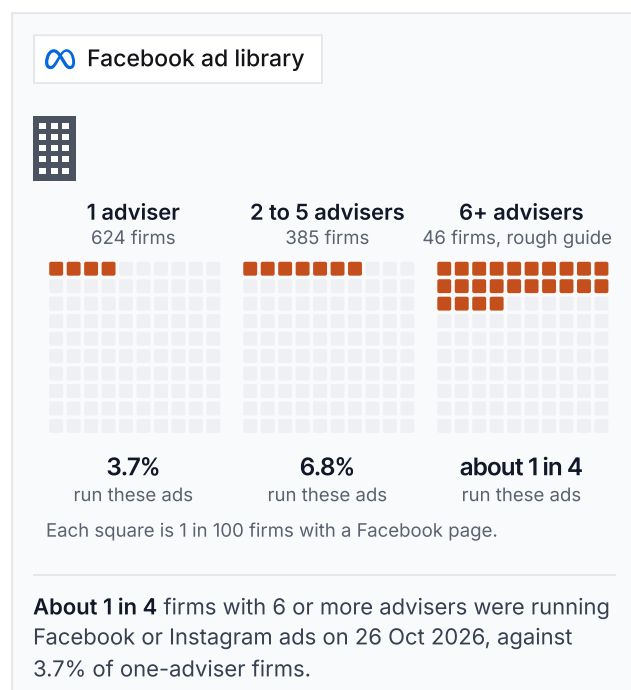
4 more in the appendix →

Do this: Pick one type of client and one area. Then test a small Facebook or Instagram

ad budget, the same amount each week, for one month.

FINDING 6.2

The bigger the firm, the more likely it runs ads



Of the firms we could check for ads, 3.7% of one-adviser firms were running Facebook or Instagram ads (624 firms), 6.8% of firms with 2 to 5 advisers (385 firms) and about 1 in 4 (23.9%) of firms with 6 or more advisers (46 firms).

WHAT THIS MEANS FOR YOUR FIRM

Bigger firms are more likely to use ads to fill their calendar. A smaller firm can start with a small budget, the same each week, aimed at one suburb or one type of client.

Keep in mind: This is one day only. The group with 6 or more advisers is only 46 firms, so read about 1 in 4 (23.9%) as a rough figure.

FINDING 6.4

Firms whose typical adviser joined the adviser register more recently are 3 to 4 times as likely to run ads



Firms whose typical adviser joined the ASIC register in 2015 or later were 3 to 4 times as likely to be running ads (10.8%) as firms whose typical adviser joined before 2005 (3.1%).

WHAT THIS MEANS FOR YOUR FIRM

Firms whose advisers joined the register more recently are more likely to use ads to build a client base. Established firms already have a reputation, and ads can show it to more people.

Keep in mind: "Joined" means the year the firm's typical adviser first appeared on the ASIC register (the government list of licensed financial advisers). It is not the adviser's age, and it is not the same as finding 1.9, which uses each adviser's years giving advice.

HOW WE CHECKED ADS

Findings 6.5 to 6.7 come from searching two public lists of running ads, one from Facebook and one from Google, for the firms we checked, on 26 Oct 2026. 313 firms with a Facebook page we could open were not looked up, mostly pages we found by search. One industry association running ads was taken out of every ads figure; the 5.7% in finding 6.1 doesn't change.

FINDING 6.1 — HEADLINE FINDING

Only about 6 in 100 firms with a Facebook page were running Facebook or Instagram ads



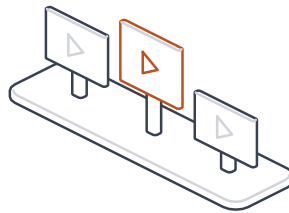
Only 5.7% of the firms we could check for ads (60 of 1,055) were running Facebook or Instagram ads on the day we checked. Among firms that had posted on that Facebook page in the 30 days to 25 Oct 2026, it was 11% (49 of 447).

WHAT THIS MEANS FOR YOUR FIRM

Few advice firms pay for ads, so most of your local competitors aren't advertising. An ad can reach people who don't follow you yet.

Keep in mind: This is one day only. Firms that advertise now and then may have been between ads that day. A second, full check of Facebook's public list of running ads found 5.5% (finding 6.5). The two checks count slightly differently, and both come to about 6 in 100.

07

 YouTube  TikTok  Instagram  Facebook

About 3 in 10 firm Instagram videos were played more times than the account has followers.

YouTube, TikTok and Instagram extras

Few firms link a YouTube channel or a TikTok account from their website, and most of those channels are small. On Instagram and Facebook, a few small settings make it easier for a follower to book a meeting.

THE SHORT VERSION

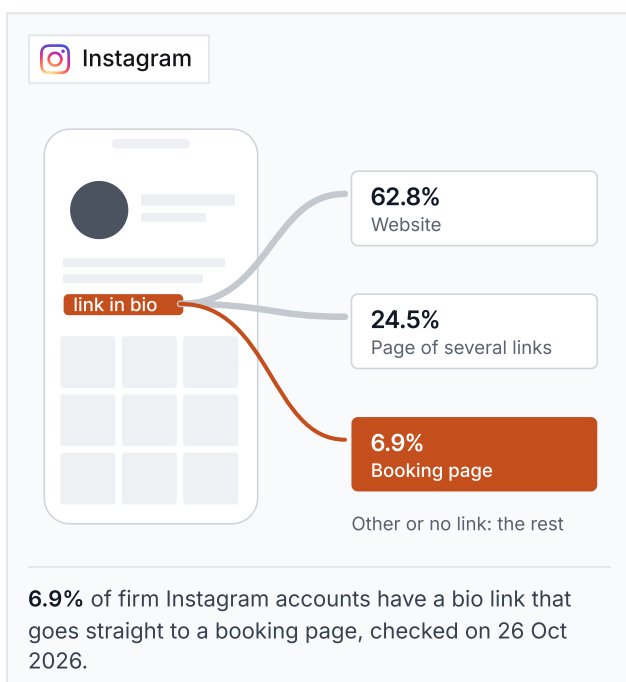
- Of the firms that link a YouTube channel, fewer than half uploaded a video in the last 12 months.
- Fewer than 1 in 10 firm Instagram accounts have a bio link that goes straight to a booking page.
- Almost half of firm Instagram accounts that posted at least 5 times in 3 months had no Reels (short videos) among their latest posts (we looked at up to 12).

3 more in the appendix →

Do this: Point the link in your Instagram bio at a booking page. And either upload to your YouTube channel or take its link off your website.

FINDING 7.4

Most firm Instagram bio links go to the firm's website; fewer than 1 in 10 go straight to a booking page



Among firms with an Instagram account we could open, the bio link mostly goes to the firm's website (62.8%) or to a page that lists several links (24.5%). Only 6.9% go straight to a booking page (37 of 535).

WHAT THIS MEANS FOR YOUR FIRM

The bio is the short text at the top of an Instagram profile, and its link is the one place on the profile people can click. Pointing it at a booking page means a follower can book a meeting in one tap.

Keep in mind: 40 linked accounts wouldn't open, so they are left out. We worked out where each link goes from its web address. Fewer than 30 accounts have no link at all, so they are not shown on their own; they are inside the grey "other or no link" part.

FINDING 7.5

Almost half of firm Instagram accounts that posted at least 5 times in 3 months had no Reels among their latest posts



Among the 285 firms with an Instagram account we could open and 5 or more recent posts, Reels made up 8% of the typical account's latest posts. 46% of these accounts (131) had none at all.

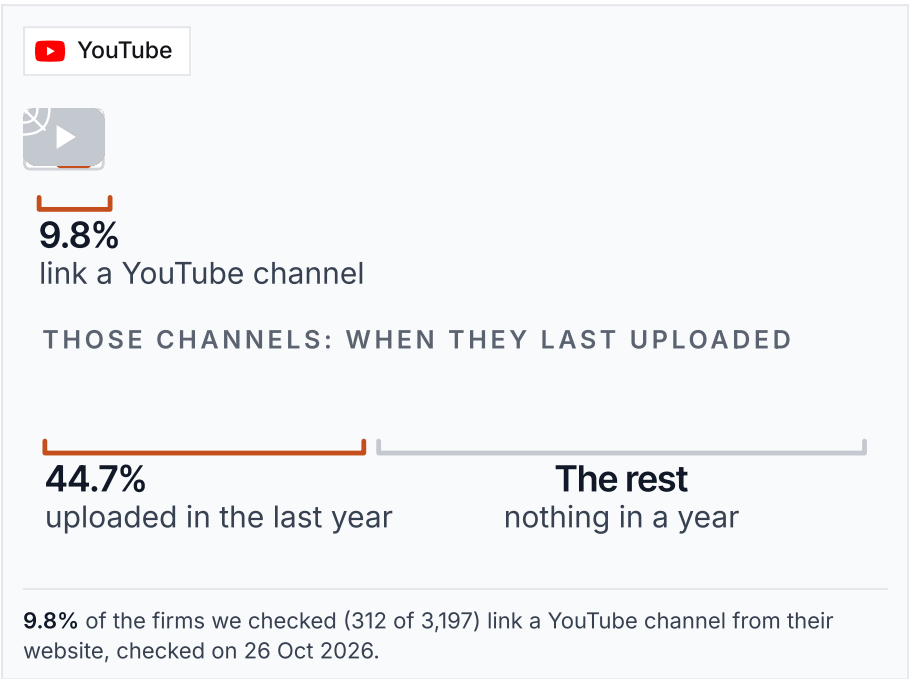
WHAT THIS MEANS FOR YOUR FIRM

Reels are short videos on Instagram. Instagram says it shows Reels to people who don't follow you yet. We didn't measure that ourselves, but a few Reels cost little to try.

Keep in mind: We looked at each account's latest posts only, up to 12, from 27 Jul to 25 Oct 2026.

FINDING 7.1 — HEADLINE FINDING

About 1 in 10 firms link a YouTube channel from their website, and fewer than half of those channels uploaded a video in the last year



9.8% of firms link a YouTube channel from their website (312 of 3,197). Of the 282 linked channels we could open, 30.9% uploaded a video in the 90 days to 26 Oct 2026 (87) and 44.7% in the last 12 months (126).

WHAT THIS MEANS FOR YOUR FIRM

A channel with no new video in a year makes the firm look inactive. Upload a video, or take the link off your website.

Keep in mind: 10 channels we opened had no videos at all; they count as channels that did not upload. 10 linked channels didn't exist or wouldn't open, so they are left out.

08

 Websites  Google

Of the 2,821 firms we searched for on Google, 7 in 10 (70%) have a Google listing that links to their website.

Websites and Google

People who see your posts usually check 2 places next: your website and your Google listing (the box with your map, opening hours and reviews that shows up when someone searches your name). Most firm websites can take a message. Few let a visitor book a meeting time. Few Google listings are kept up to date.

THE SHORT VERSION

- About 1 in 8 firm websites (13.1%) let visitors book a meeting time online.
- About 7 in 10 firms we searched for have a Google listing that links to their website.
- The typical firm's Google listing has 3 reviews.

7 more in the appendix →

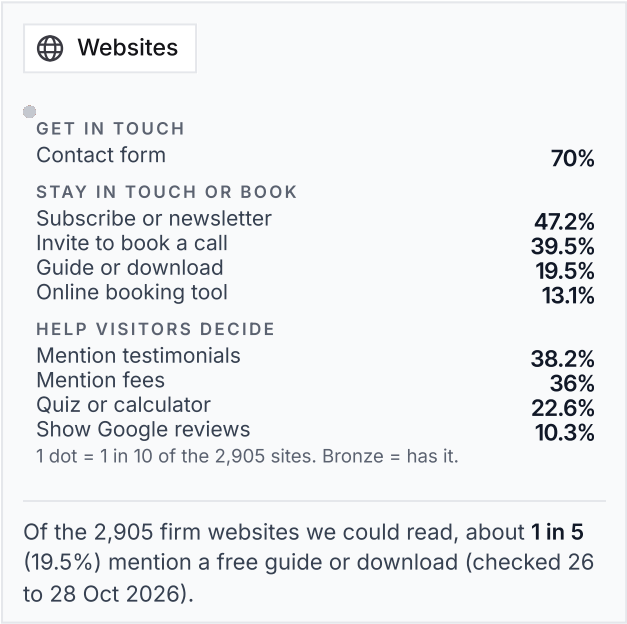
Do this: Add a way to book a meeting online to your website. Update the copyright year at the bottom of your website. Ask your next 5 happy clients for a Google review (check your licensee's policy first).

WEBSITES

We read up to 5 pages of each of 2,905 firm websites, 26 to 28 Oct 2026. 292 more sites wouldn't load or blocked us, so they are left out. We read the text of each page as it first arrives, before any extra features load, so we may miss a few things: the real shares are at least what we show. Most website findings look for words such as "book" or "testimonial", so read them as mentions, not proof.

FINDING 8.3

7 in 10 firm websites have a contact form. Only 1 in 5 mention a free guide or download



Of the 2,905 websites we could read, 70% have a contact form. 47.2% mention subscribing or a newsletter. 38.2% mention testimonials or reviews. 36% mention fees. 22.6% mention a quiz or calculator. Only 1 in 5 (19.5%, 567 sites) mention a guide or download. 10.3% (300 sites) mention or show their Google reviews.

WHAT THIS MEANS FOR YOUR FIRM

Most visitors aren't ready to book yet. A free guide or a newsletter gives them a reason to stay in touch. Showing the Google reviews you already have costs nothing. Check your licensee's policy on testimonials and reviews first.

Keep in mind: We couldn't open 292 of the websites (they failed to load or blocked us), so they are left out. We read up to 5 pages on each site, as each page first arrives. Tools that only load after that can be missed, so the real shares may be a little higher. Most rows are word searches, so they are loose. "Google reviews" counts any site with those words in its code. "Newsletter" counts any site with the word "subscribe". Testimonials and fees count a mention only.

GOOGLE

We only count a Google listing when it links to the firm's own website: 1,976 firms. We dropped 157 listings that matched only on the firm's name and state, because about half of the 25 we checked by hand were the wrong business. Checked 26 Oct 2026.

FINDING 8.6

About 7 in 10 firms we searched for have a Google listing that links to their website



70%

have a listing linked to their site
1,976 of 2,821 firms. Grey pins: no listing we could match.

Of the 2,821 firms we searched for on Google, **7 in 10** (70%) have a Google listing that links to their website (searched on 26 Oct 2026).

Of the 2,821 firms we searched for, 1,976 (70%) have a Google listing that links to their website.

WHAT THIS MEANS FOR YOUR FIRM

Your Google listing is what shows up, with a map and reviews, when someone searches your firm's name or "financial adviser near me". Make sure it links to your website.

Keep in mind: The real share may be higher. For 688 firms we found no listing that links to their website. Another 157 listings matched only on the firm's name, so we left them out to be safe. A firm can have a listing that doesn't link to its website.

FINDING 8.7

The typical firm's Google listing has 3 reviews



Of the 1,976 firms whose Google listing links to their website, the typical firm has 3 reviews. About 2 in 3 (65.5%, 1,295 firms) have fewer than 10. About 1 in 4 (25.6%, 505 firms) show no reviews at all. Only 9.2% (181 firms) have 50 or more.

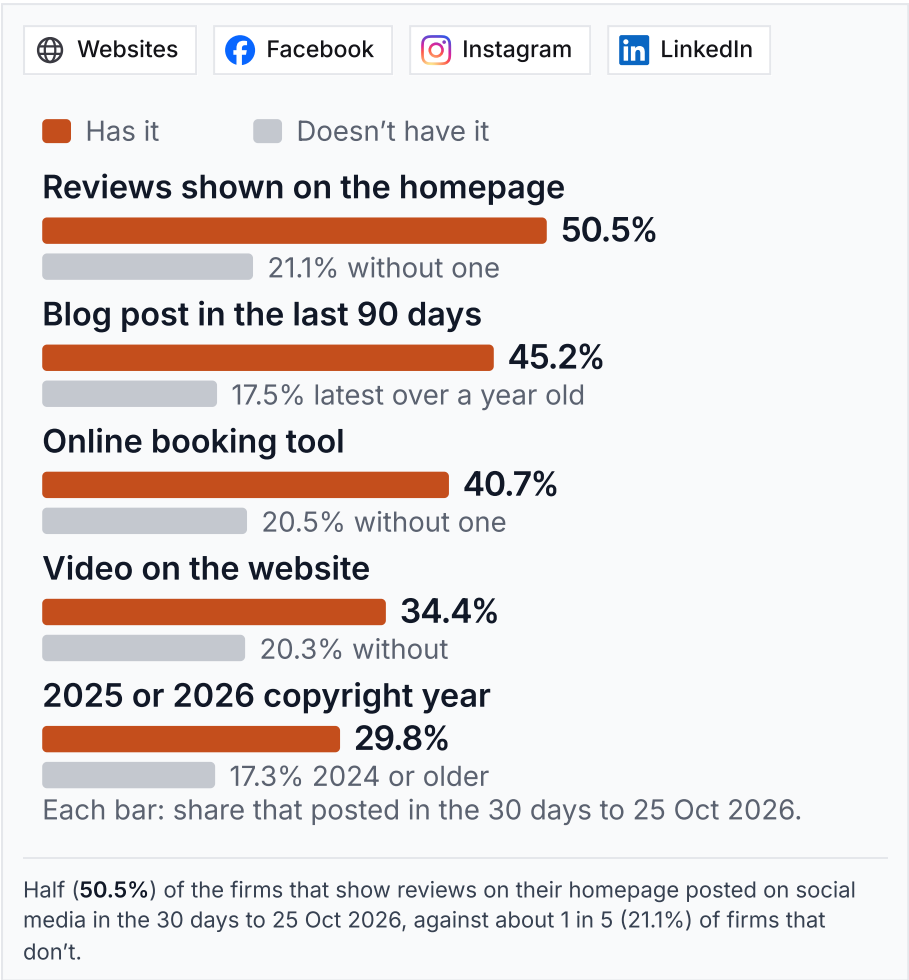
WHAT THIS MEANS FOR YOUR FIRM

Most firms have only a handful of reviews, so a steady trickle of new ones is enough to stand out locally. Check your licensee's policy on testimonials and reviews first.

Keep in mind: A listing that shows no review count is counted as zero reviews (all 505 of them also show no star rating). Counts are as Google showed them on the day. "Typical" means the middle firm, not an average: half have more reviews, half have fewer. The 1 to 9 and 10 to 49 groups are worked out from the other figures, not counted directly.

FINDING 8.12

Firms with a well-kept website are more likely to post on social media



Share of firms that posted in the 30 days to 25 Oct 2026, with and without each website feature. Reviews shown on the homepage: 50.5% of 194 firms, against 21.1% of 2,631 firms without. A blog post in the last 90 days: 45.2% of 239 firms, against 17.5% of 252 firms whose latest blog post is over a year old. An online booking tool: 40.7% of 371 firms, against 20.5% of 2,467 without. Video on the website: 34.4% of 575 firms, against 20.3% of 2,263 without. A 2025 or 2026 copyright year at the bottom of the site: 29.8% of 1,067 firms, against 17.3% of 606 showing 2024 or older. (Finding 8.4 counts 2023 or earlier as out of date. Here we split at 2025, so a 2024 year counts as older.) A newsletter sign-up: 28.3% of 1,334 firms, against 18.6% of 1,504 without, but most of that gap is because firms with a newsletter sign-up are also more likely to have a social page at all.

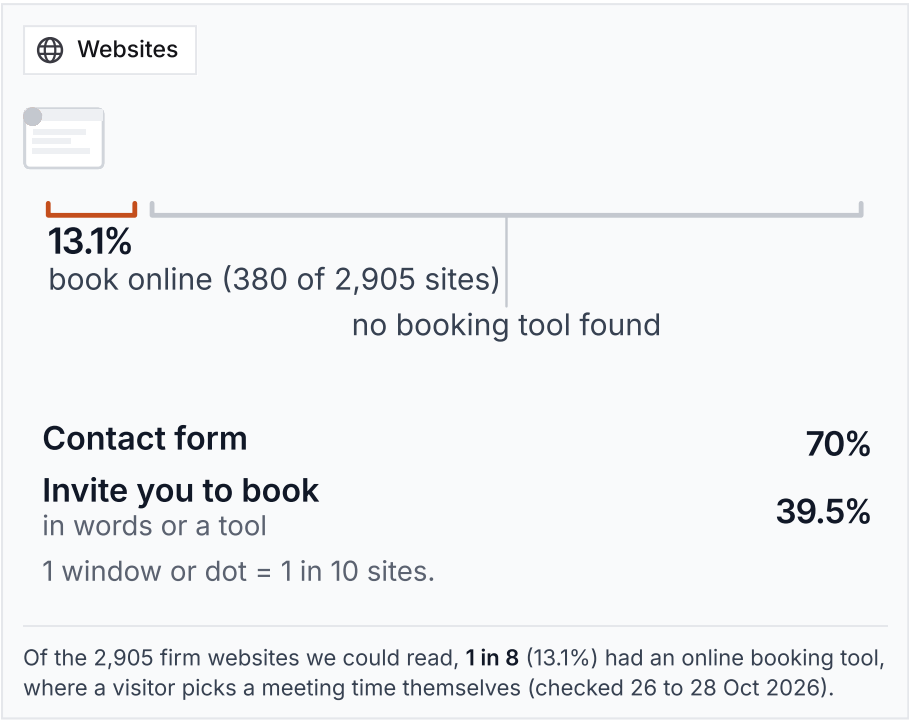
WHAT THIS MEANS FOR YOUR FIRM

Firms that keep their website current tend to keep their social pages going too. When you update one, check the other.

Keep in mind: These go together; we can't say one causes the other. We read each website as its pages first arrive, so the real number of sites with each feature may be a little higher. Firms with no page count as not posting. The same gaps show up when we look only at one-adviser firms (see the chart).

FINDING 8.1 — HEADLINE FINDING

About 1 in 8 firm websites let visitors book a meeting time online



Of the 2,905 firms whose website we could read, 380 (13.1%) have an online booking tool, such as Calendly, where a visitor picks a time. 39.5% at least ask visitors to book a call, in words or with a tool. 70% have a contact form.

WHAT THIS MEANS FOR YOUR FIRM

Letting a possible client pick a meeting time on the spot saves emails back and forth. About 7 in 8 firm websites we read showed no way to do this, so adding one helps you stand out.

Keep in mind: We couldn't open 292 of the websites (they failed to load or blocked us), so they are left out. We read up to 5 pages on each site, as each page first arrives. Tools that only load after that can be missed, so the real shares may be a little higher. 29 sites count as having a booking tool only because they use GoHighLevel, a marketing system whose code looks the same for booking, forms and chat. Wix's own booking tool can't be seen this way.

REAL EXAMPLE

A firm with 3 advisers in Victoria.

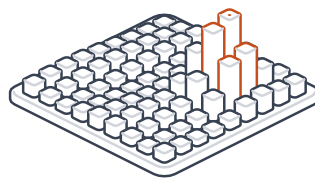
What they do: They get a steady stream of new Google reviews, and the owner replies to them.

Their numbers: More than 10 new Google reviews a month lately. The owner replied to 8 in 10 of the newest ones. For comparison, the typical firm with 5 to 29 reviews got only 1 or 2 new reviews in a whole year.

Copy this: Ask every happy client for a review at the end of a meeting, and reply to each one. Check your licensee's policy on testimonials and reviews first.

Shared for reference and ideas, not as the one right way. One of the firms we checked, not named. Public data to 25 Oct 2026.

09



We looked at 417 TikTok posts about money.
Just 10 of them got 63% of all the views.

The wider market

Most advice businesses are small. Interest in "financial adviser" on Google is up on a year ago. And on TikTok, the money posts that get watched mostly come from accounts no firm we checked links to from its website.

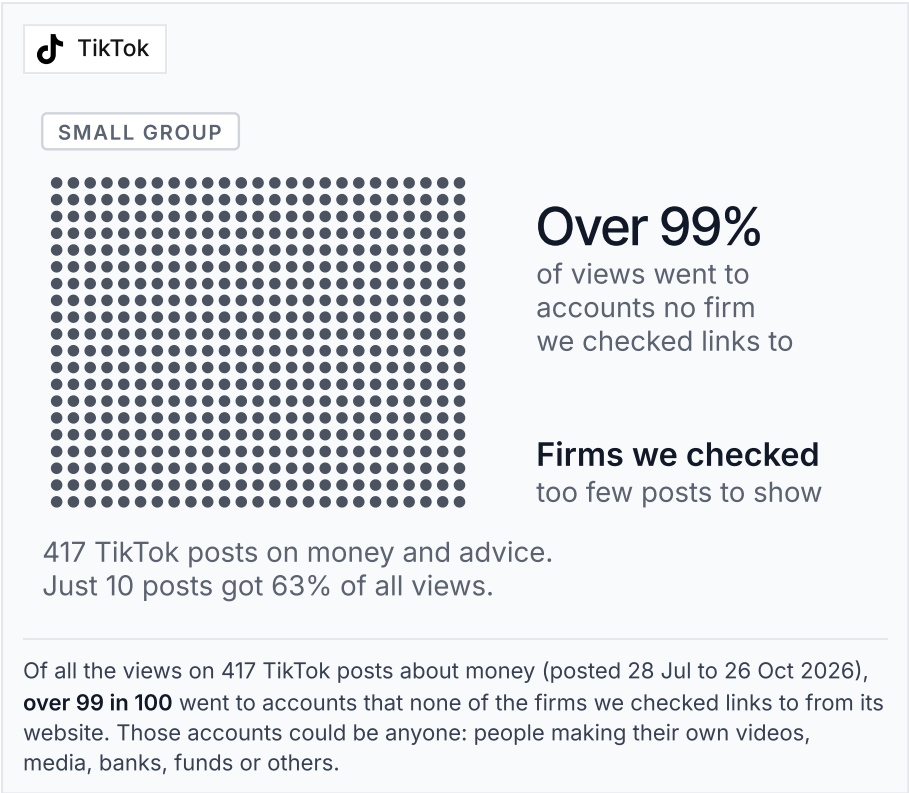
THE SHORT VERSION

- 9 in 10 licensees (the companies that hold an advice licence) have 10 or fewer advisers.
- On TikTok, almost all the views on money posts go to accounts no firm we checked links to from its website.

1 more in the appendix →

Do this: Pick the one money question your clients ask most and answer it in a short video this month.

On 417 TikTok posts about money, almost all the views went to accounts that none of the firms we checked links to



A rough guide. We found 417 recent TikTok posts by searching money and advice topics and hashtags. Over 99 in 100 of their views went to accounts that no firm we checked links to from its website. Just 10 of the 417 posts got 63% of all the views.

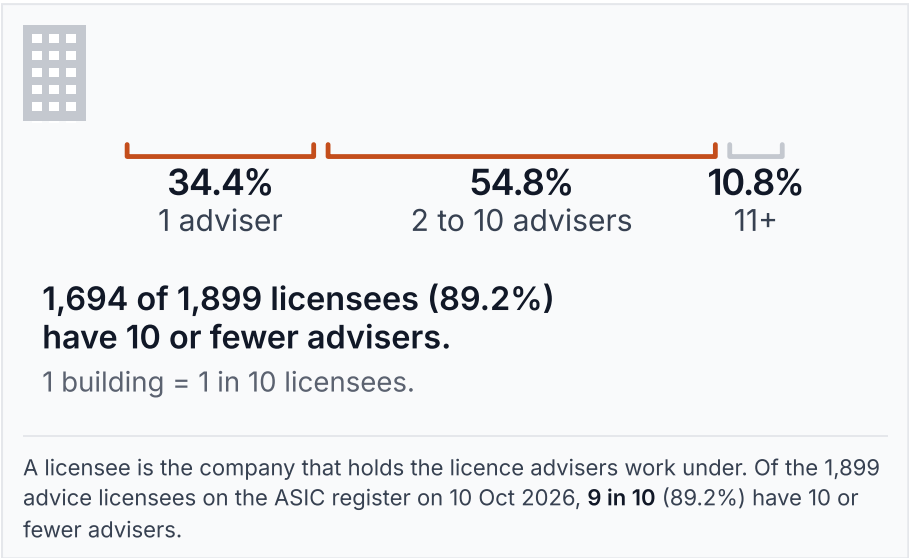
WHAT THIS MEANS FOR YOUR FIRM

On TikTok, the money posts that get watched come from accounts no firm we checked links to from its website. A licensed adviser explaining things plainly has something to add.

Keep in mind: Some posts turned up in more than one search, so we counted each post once (482 search results became 417 posts). Fewer than 30 posts came from firms we checked, too few to show. The posts are not only from Australia, and TikTok's search shows the posts it thinks fit best, not every post. We make no claim about whether any account holder is licensed.

FINDING 9.1 — HEADLINE FINDING

9 in 10 advice licensees have 10 or fewer advisers



1,694 of the 1,899 advice licensees (89.2%) have 10 or fewer advisers. 654 have just one adviser.

WHAT THIS MEANS FOR YOUR FIRM

Most licence holders are small businesses. Among the firms we checked, about 2 in 3 have just one adviser we could link to them (2,071 of 3,197), so the firms near you are likely to be small too.

Keep in mind: This counts licence holders, not practices. One licensee can have several practices under it. The 2 to 10 and 11 or more groups are worked out from the other 2 counts, not counted directly.

10



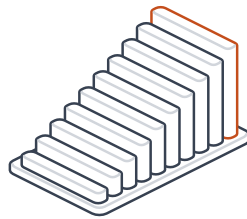
Facebook



Instagram



LinkedIn



10 steps any firm can take this month.

What good looks like, and what to do next

Each step below comes from a finding in this report. They are patterns, not promises.
Pages that follow the posting steps (1 to 4) also tend to get more reactions.

THE SHORT VERSION

- The best-performing pages post much more about their people.
- Post steadily, at a pace you can keep, and make more of it about your people.
- Write a full caption (the words under a post) and check that the links on your website work.

Do this: Pick 2 of the 10 steps below and do them this month.

PLAN 10.2

10 steps any firm can take this month

- ✓ 1. Show your people
- ✓ 2. Post steadily, at a pace you can keep
- ✓ 3. Try carousels and video
- ✓ 4. Write a full caption
- ✓ 5. Get one adviser posting on LinkedIn
- ✓ 6. Ask for Google reviews and reply
- ✓ 7. Skip hashtag and emoji tricks
- ✓ 8. Test retirement topics
- ✓ 9. One adviser? Same response
- ✓ 10. Check your website links

01 Post about your people and your firm at least as often as you post tips and explainers.

Team posts and firm news were only 1 in 5 of all posts, but they got about half of all reactions (likes and similar taps).

Evidence: findings 4.2 to 4.4 →

02 Post steadily, at a pace you can keep.

Pages that post more often get more reactions in total, but about the same on each post, sometimes fewer. So pick a pace you can keep up, and make more of it about your people.

Evidence: finding 4.12 →

03 On Instagram, try carousels (several photos in one post) and video. On Facebook, try video.

On the same page, these posts got more reactions than single-photo posts more often than not.

Evidence: findings 4.6 and 4.7 →

04 Write a full caption (the words under the photo or video).

If you want reactions, leave web links out of the caption. We can't see clicks, so a link may still be worth it if you want website visits.

Evidence: finding 4.8 →

05 Get one adviser's LinkedIn profile complete, then get them posting.

Posts on an adviser's own LinkedIn get far more reactions than posts on a company page. Advisers with at least 4 of the 5 profile basics (photo, banner, About section, Featured section, a recommendation) were far more likely to post: 25%, against 4.1% of advisers with 3 or fewer.

Evidence: findings 5.2 and 5.5 →

06 Ask clients for Google reviews, and reply to each one.

The typical firm's Google listing has 3 reviews. About 3 in 10 firms with 5 or more reviews never replied to their newest ones. Firms that post on social media also tend to have more reviews. Check your licensee's policy on testimonials and reviews first.

Evidence: findings 8.7 to 8.11 →

07 Don't count on hashtags, emojis, the day you post or opening with a question.

None of them made much difference to reactions. Posts that opened with a question lost a little more often than they won (34.3% against 31%).

Evidence: finding 4.10 →

08 Run 2 small tests: retirement topics, and Facebook afternoons.

Retirement posts did a little better than other education posts on the same page. On Facebook, posts between 12pm and 5pm did a little better than the same page's morning posts.

Evidence: findings 4.9 and 4.11 →

09 If you're a one-adviser firm, you're not at a disadvantage.

One-adviser firms and firms with 2 to 5 advisers get about the same response for their size: about 4 reactions a post for every 1,000 followers in both groups.

Evidence: finding 3.4 →

10 Check your website: the social media links, a way to book online, and the year at the bottom of the page.

About 1 in 8 Facebook links on firm websites didn't open a public page. Only about 1 in 8 sites let visitors book a time online. About 3 in 10 sites that show a copyright year show 2023 or earlier.

Evidence: findings 2.1, 8.1 and 8.4 →

A note on firm size: bigger firms post more often. Among firms that post, the typical one-adviser firm posts 3.2 times a month, a firm with 2 to 5 advisers 4.0 times, and a firm with 6 or more advisers 6.8 times (a small group). Bigger firms also post more

about their people. But for each follower, one-adviser firms and firms with 2 to 5 advisers get about the same response (finding 3.4).

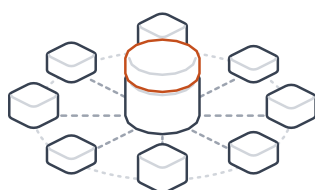
FINDING 10.1 — HEADLINE FINDING

On the pages that get the most reactions for their size, about 4 in 10 posts are about people. On other pages, it is about 1 in 10





11



We checked 3,197 firms and read 10,418 of their posts.

Methods and limits

We used only public data. Every main number was worked out a second time, separately, before it went in.

THE SHORT VERSION

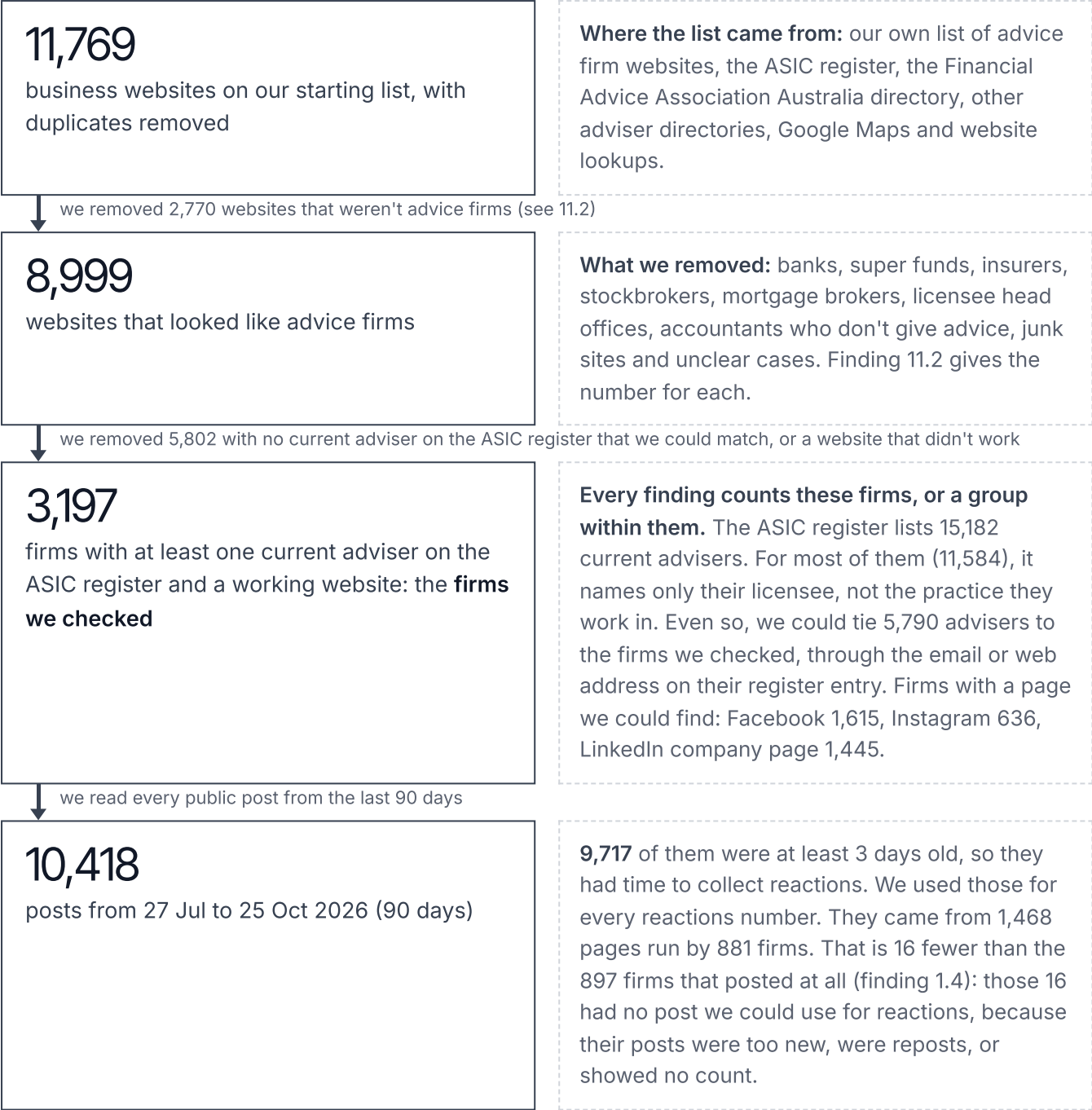
- We checked 3,197 advice firms. Each has at least one adviser on the ASIC register and a working website.
- If we couldn't read a page, we left it out. We never counted it as quiet.
- No firm, person or licensee is named.

Do this: before you quote a number from this report, check which firms it counts. The line under each picture tells you.

METHOD 11.1

Who is in the study

How we got from a long list of websites to the firms and posts in this report

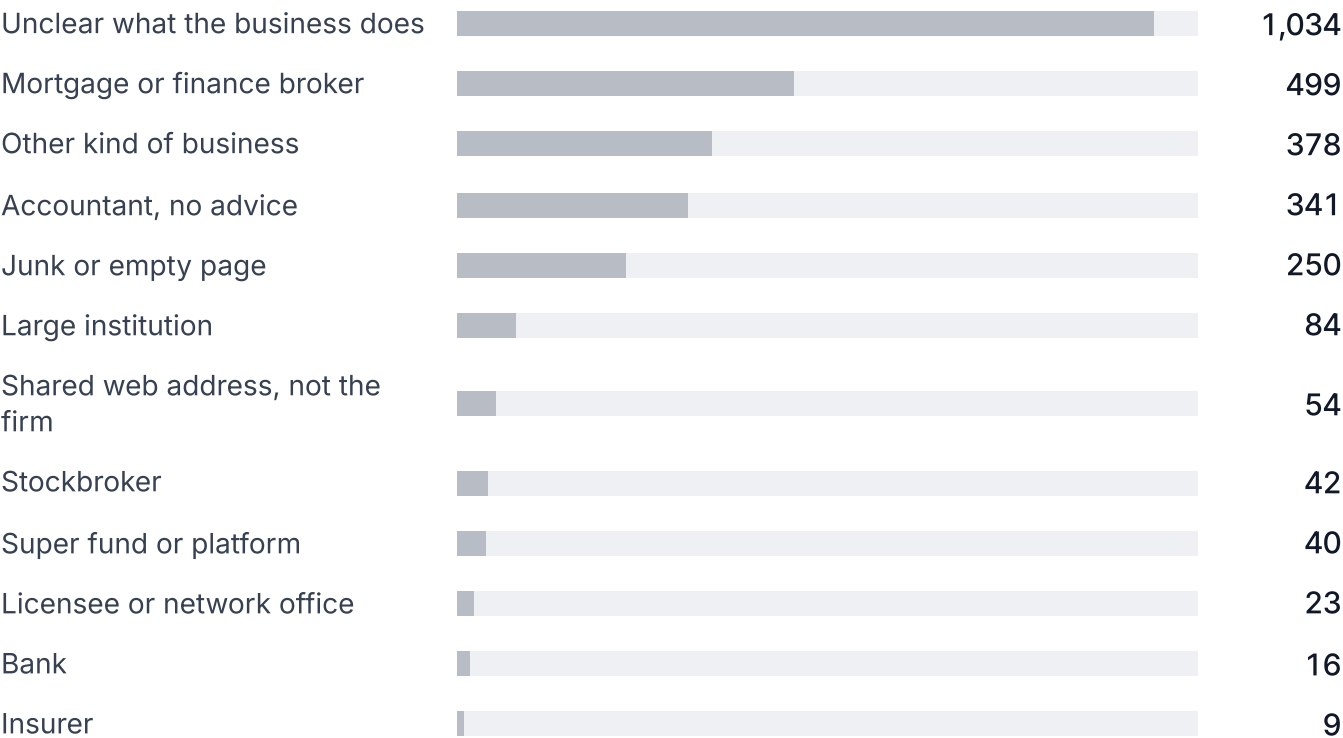


Firm list, website link checks and page search: October 2026. Posts: 27 Jul to 25 Oct 2026. Each finding says which of these firms it counts.

METHOD 11.2

What we removed from the starting list, and why

Websites we removed because they weren't advice firms, by reason (number of websites)



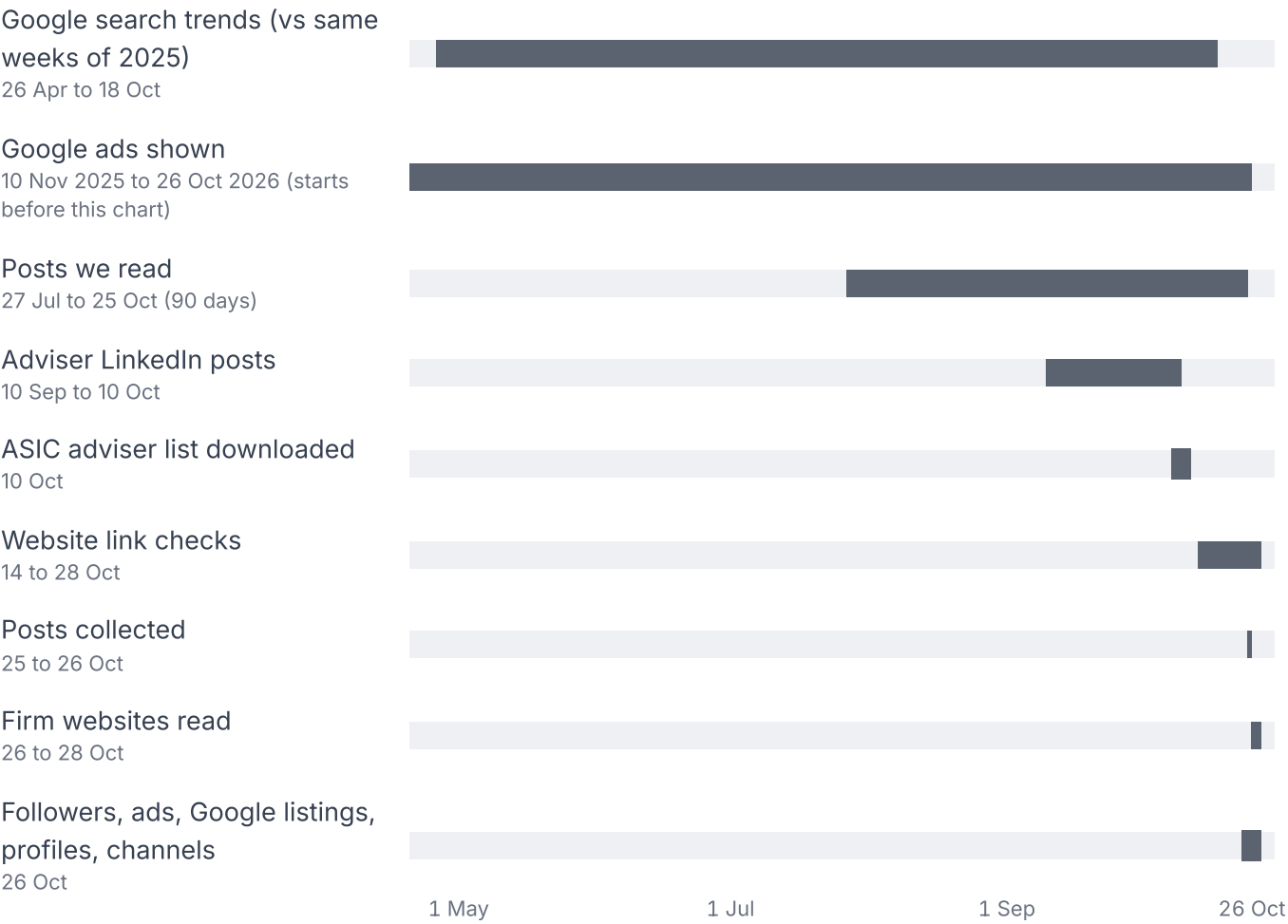
We removed 2,770 of the 11,769 websites on the starting list. Simple rules came first, then an AI check of every case that wasn't clear. Finding 11.1 shows the next step, which removed 5,802 more.

A firm with current ASIC advisers was only removed if the AI check said it was a large institution or a licensee's office. We checked 30 of the AI's decisions at random and agreed with 27. Of the 3 misses, 2 were firms with advice-sounding names whose websites never loaded (they were left out, which keeps the count cautious), and 1 was an accounting firm counted as giving advice. Firms marked "unclear" are also left out, for the same reason. To estimate how many advice practices there are in Australia, we checked 60 random records by hand. 12 of 20 from our original list were real, current, separate practices, and so were 15 of 40 newer records with no working website. That is why the market size is a range, not one number.

METHOD 11.3

When each piece of data was collected

When each piece of data was collected (2026, unless shown)

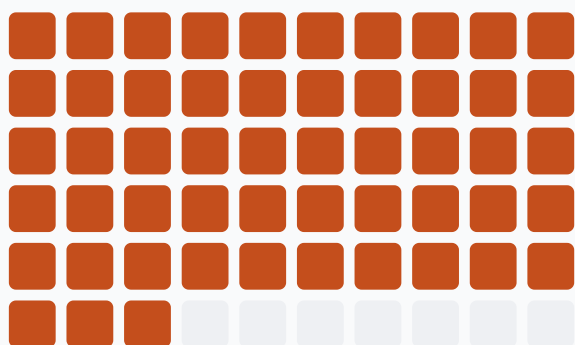


A bar covers a period of time. A dot is a single day.

METHOD 11.4

How well the AI sorted posts into types

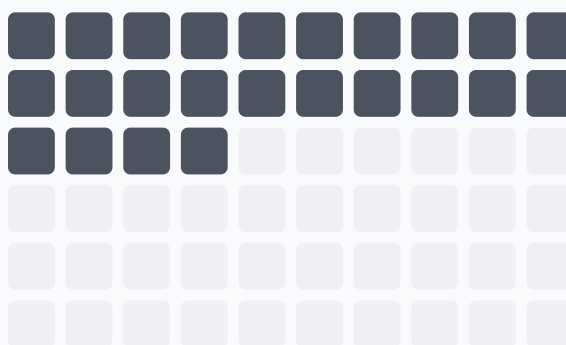
Our AI sorter vs a second AI



88.3%

53 of 60 agreed

Simple baseline: call every post "education"



40%

24 of 60

Each square is one of 60 test posts. Filled = agreed.

We tested the AI that sorted posts on 60 posts it hadn't seen. A second AI agreed with it on 53 of them.

An AI model read each post and sorted it into a type, such as education, sales posts, team posts or firm news. On a fresh test of 60 posts it hadn't seen, a second AI agreed with it 53 times (88.3%). That test was one AI checking another, not a person. Only 5 team posts and 6 firm news posts were in it. Sorting of LinkedIn posts, client stories and a firm's own views was barely tested, so we never make a headline from them. Topics, such as super or retirement, were found by matching keywords, not by AI.

METHOD 11.5

What we couldn't see, and other limits

Reach, clicks and enquiries

We only see what anyone can see in public: reactions, comments, shares and video views. We can't see how many people saw a post, clicked a link or got in touch.

Things that go together

Every finding shows what tends to go together. None of them proves that one thing causes another.

Same-page comparisons

To compare fairly between big and small pages, we compared 2 kinds of post on the same page. On each page we take the typical post of each kind and see which got more reactions. Where we also match the post type, each post type on each page is one comparison. Some comparisons were even, so "got more" and "got fewer" don't add up to 100%. The percentages count pages, or comparisons where we say so. In most comparisons with a clear

result, one side is a single post. Newer posts have had less time to collect reactions, which can tilt a comparison where one side is newer.

Staff and family

Likes and shares from a firm's own staff and family probably help explain why team posts and firm news do so well.

Pages we couldn't read

If a page didn't open or came back empty, we left it out of every "did they post" number. We never counted it as quiet. On LinkedIn we can't always tell a page that failed to load from a quiet page, so LinkedIn "quiet" shares may be a little high. A Facebook page that "didn't open" may be deleted, or limited to some ages or countries.

Pages we may have missed

We read each website's home, contact and about pages for links to its social pages. For the firms on our first list we did this up to 4 times between 14 and 25 Oct 2026 and combined the results. The 376 firms added later were read once, on 27 or 28 Oct. Then we searched for pages the firm doesn't link to. A firm can still own a page we didn't find, so the real share of firms with a page is at least what we show, and may be higher.

Pages we could find

Most findings count every page we could find, whether the firm's website links to it or not. For firms whose website links to no page, we searched Google for the firm's name. We kept a page only if the page itself shows the firm's web address, or its phone number is the firm's business landline. That found a page for 534 of the 1,527 firms that link to none. We checked 40 of these matches by hand, at random, and 39 were right.

Pages that aren't the firm's own

If a linked page mostly carries posts that aren't from an advice business, such as a page shared by a whole licensee, we leave it out.

The market size

There are roughly 5,000 to 7,000 advice practices in Australia. Nobody has an exact count, because many firms trade under more than one name. The 3,197 firms we checked are an exact count, not an estimate.

Busy pages

For each page we read up to 10 recent posts on Facebook, 12 on Instagram and 8 on LinkedIn. If a page hit that limit, we worked out how often it posts from the dates of those posts.

Firm size

Firm size counts only the advisers we could link to a firm (5,790 of the 15,182 current advisers). So a firm has at least as many advisers as we show.

Small groups and privacy

Any figure based on fewer than 30 firms, pages or posts is left out. Anything based on fewer than 100 is marked "small group": treat it as a rough guide. It is never a headline. No firm, page, person or licensee is named or quoted, and no screenshots are published. The real example boxes give only the state and the number of advisers.

Extra data for chapters 5 to 9

In October 2026 we also collected: each firm's Google listing and reviews; advisers' LinkedIn profile details; the text of up to 5 pages of each website; the Facebook and Instagram ads running on the day; 12 months of Google ads; Instagram and Facebook profile details; the YouTube channels and TikTok accounts that firm websites link to; and Google Trends and TikTok search results. A separate reviewer checked every one of these findings before it went in.

Google matching

We only use a Google listing when it links to the firm's own website. We dropped 157 listings that matched only on name and state, because about half of them looked wrong when we checked by hand.

Advisers linked to firms

In findings 5.3 to 5.7, we link an adviser's LinkedIn profile to a firm only through the firm's web address. That gave 1,119 profiles we could read, at 782 firms. These advisers aren't a random group, because 3,243 of the 5,637 advisers with a LinkedIn profile we found (from the whole register) had no web address we could use. We checked 30 profiles by hand, at random: the employer on the profile matched the firm in 26 of 30 (86.7%).

Firm age, experience, location and staff

Findings 1.9 to 1.11 and 8.12 use four extra facts. **Firm age:** the date the firm's company was set up. We could date 70.3% of firms, and a restructure can make a firm look younger than it is.

Adviser experience: each adviser's years in advice, from the ASIC register. This is approximate: of the 5,640 advisers at these firms whose register entry shows both dates, 13.8% list a first year of advice that is later than the year they first joined the register.

Location: the firm's postcode. **Support staff:** found by searching LinkedIn company pages, for 1,438 firms with 1 to 20 advisers and a company page. Findings 1.9, 1.10 and 8.12 count firms with no page as not posting. Finding 1.11 counts only firms with a LinkedIn company page. They show what goes together, not what causes what.

What we couldn't read, in chapters 5 to 9

Google listings, websites, channels, accounts and profiles we couldn't read are left out of each count. They are never counted as zero. Each finding says how many were left out. Our website checks read the text of each page before any extra features load, so a few things may be missed: the real shares are at least what we show.

What we dropped

We left out some things we measured because they weren't reliable: themes in review text (the keyword rules caught the wrong words), local top 3 Google rankings (the suburbs weren't

a random sample), Google questions and answers (every firm came back at zero, which looks like a tool problem), website speed (no results came back), Instagram highlights and job ads (too few firms), Google Trends for 2 other search terms (too unstable) and the age of web addresses (only some show one). We also removed one industry association that runs ads from the ads figures. The 5.7% in finding 6.1 doesn't change.



12



About Growth Studio Agency



Growth Studio Agency is an Australian marketing agency that works only with financial advice firms. The Adviser Marketing Report is our free look at how advice firms show up online, built from public data.

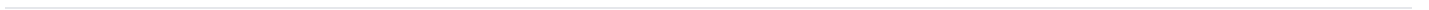
We build systems that bring new clients to established Australian financial planning firms, set up to fit your licensee's own compliance rules. For one advice firm, that meant 200+ meetings in 5 months. More at growthstudioagency.com

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THE ADVISER MARKETING REPORT 2027 · DATA TO OCTOBER 2026

WORK WITH US

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FOR ESTABLISHED AUSTRALIAN FINANCIAL ADVICE FIRMS

Turn attention into **booked clients**

This report is free. Growth Studio Agency builds client acquisition systems for established Australian financial advice firms. You give the advice. We handle everything that brings clients to you.

The assessment is sixty minutes with Allan. We map where your clients actually come from today, show you the system that fits a firm like yours, and put real numbers on what it would return. You leave with the map and the numbers, whether or not we work together.

Book a complimentary growth strategy assessment

Want to see how firms like these did it? We'll walk you through it on your assessment. No firm is named.

Book your assessment

No obligation, and we will tell you honestly if your firm is not a fit.