

HOW FINTECH COMPANIES CAN STAND OUT

FINTECH IS DEMOCRATIZING FINANCIAL SERVICES AND HELPING UNDERSERVED POPULATIONS. HERE IS HOW YOUR COMPANY CAN STAND OUT IN A CROWDED MARKET.



REFINE YOUR MESSAGE

Fintech moves fast, so consistently refine your message. Tell a bigger story about the end user: what they gain, how they feel. Don't use industry jargon. Play on the emotional benefits of your products and services.



RESEARCH YOUR AUDIENCE

Research your audience and their preferences for information consumption. They don't all read *Tech Crunch*. In the digital media age there are myriad opportunities to disseminate content, but publishing information places that aren't embraced by your audience is a waste.



MAKE CONTENT MARKETING WORK SMARTER, NOT HARDER

Slice the content and data into digestible stories that you can deliver often through impactful channels. It's okay that some of it is repetitive; brands that consistently deliver the same key messages are most effective at gaining mindshare.



NETWORK

Although it's growing and changing everyday, the fintech community is a neighborhood. Connecting with influencers like research firms, analysts, conference planners and journalists can go a long way to uncovering new opportunities.



DEVELOP STRONG MEDIA RELATIONSHIPS

Pitch newsworthy stories that will position you as a helpful source. Show how your company's voice or opinion is helpful to a larger story or trend that is unfolding. You cannot just churn out press releases that advertise your company's products or services and expect the media coverage to come rolling in.

THE FLETCHER GROUP

provides thoughtful PR and marketing services for payments and fintech companies in the U.S. and Canada.

fletchergroupllc.com | info@fletchergroupllc.com

