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Fintech PR: Strategies for Growth and Success



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INTRODUCTION

State of the Fintech Industry

Over the past two decades, the emergence of fintech has changed how we transact and interact with money and finances. It has drastically transformed the financial services industry with numerous innovations drawing investors to make lucrative plays. However, according to analysts, on average, fintechs lost half their value in 2022. The good news is that this is a momentary dip in an otherwise upward trajectory. Some of the recent challenges outlined by the “KPMG Pulse of Fintech” report include:

- A downturn in investments in cryptocurrencies and crypto exchanges beginning in early 2022.
- Fewer deals (partnerships, mergers and funding) as investors waited out the stabilization of valuations.
- With a possible recession, fewer initial public offerings (IPOs), with late-stage companies feeling the pressure of dwindling funding and the need to fundraise.

Despite a bumpy road leading into and throughout 2023, the industry still holds massive potential. According to experts, opportunities in fintech include:

- The worldwide fintech industry is forecast to reach \$1.5 trillion in annual revenue by 2030.
- Investors are pouring funds into regtech as companies turn to technology to help them navigate the challenging regulatory environment.
- Partnerships are being solidified between fintechs and legacy financial institutions, including banks, insurance companies and wealth managers.

However, considering the challenges and opportunities, how does a fintech face this head on and communicate with multiple audiences, including investors, current and potential partners, employees and the public?

The answer is to have a solid public relations (PR) strategy to ensure consistent, strong messaging that elicits confidence and trust in your company and brand.

In this guide, we will delve into an overview of the role of PR in the fintech industry, tactics and strategies for creating a winning narrative in the media, how to harness the power of digital channels and look at the potential opportunities that can come from adding emerging technologies like AI to your PR toolkit.



Building Trust in the Digital Era: Navigating the Fintech PR Landscape



The evolving role of PR in the fintech industry

Public relations plays a crucial role in the fintech industry, helping companies build and maintain a positive reputation, establish credibility and effectively communicate their messages to various stakeholders. By strategically leveraging PR, fintech companies can enhance their brand image, gain market visibility and foster long-term relationships with their target audiences.

PR's function in the fintech industry includes:

- **Reputation Management:** PR helps fintech companies manage the reputation and perception of their brand by the public. This process involves creating a positive narrative of the company's brand, products and services while mitigating potential negative publicity.
- **Building Trust and Credibility:** Trust is crucial in the financial industry. Due to the innovative nature of fintech, companies in the space often face challenges in gaining the trust of consumers and investors. By showcasing expertise, sustainability and commitment to security and compliance, a company can overcome these challenges and demonstrate confidence and credibility.
- **Media Relations:** Establishing and maintaining relationships with journalists, reporters and industry influencers can contribute to securing positive media coverage for a fintech company. Proactively pitching story ideas, sharing company news and quickly responding to inquiries are crucial to building rapport with the media.
- **Thought Leadership and Expert Positioning:** Companies can leverage PR to position their executives and experts as thought leaders in the industry. This involves securing speaking opportunities at industry conferences,

contributing guest articles to relevant publications and securing interviews and quotes in media outlets. Establishing the company's key personnel as industry experts enhances credibility and can attract attention and interest from target audiences.

- **Communication and Messaging:** Clear and impactful communication is essential for fintech companies to explain their products, services and value propositions. Compelling messages and narratives must be developed that will resonate with various target audiences. It is also important to ensure that messaging is consistent across multiple channels, including press releases, websites, social media and marketing materials.
- **Stakeholder Engagement:** PR helps fintech companies engage with their various stakeholders, including customers, investors, partners and regulators. This is done by communicating updates, addressing concerns and fostering positive relationships. PR professionals can facilitate communication channels and initiatives that promote transparency, responsiveness, and trust vital to developing confidence in your brand.
- **Crisis Management:** In a crisis or adverse event, public relations plays a vital role in managing the situation effectively so that confidence in the brand is not harmed. Developing crisis communication plans to provide timely and transparent updates and mitigate potential reputational damage is key. By handling crises proactively and transparently, fintech companies can maintain trust and credibility in the face of challenges.

The overarching theme in all the points above is the importance of building trust and credibility. If your fintech brand is communicating that, it can help you gain users or customers, attract investors and engender a sense of pride in the employees that work for your company.

Establishing credibility and trust in a digital environment

Establishing credibility and trust in a brand is one of the first hurdles many companies face when initially launched. It can prove to be an ongoing or returning challenge as a company matures. Being that most fintechs are online or app-based and don't have a physical location to visit, brands in this space need to convey stability and assurance that all transactions are handled efficiently, effectively and safely.

Below are suggestions for how fintechs can effectively communicate with audiences to create trust and integrity.

Communicate Transparently

Whether it's a consumer or business utilizing your products or services, transparency is expected every step of the way. Leverage social media platforms to communicate transparency efforts. Share relevant updates, articles or blog posts on transparency-related topics, such as policies, price changes and product updates. Engage with customers through social media by responding to questions, comments or concerns related to transparency. Actively participate in discussions and showcase a commitment to openness.

Speaking, Awards and Thought Leadership

Often overlooked in favor of a focus on media, establishing a speaking and awards program is critical to establishing credibility with consumers and the industry. Curate a robust online presence through blogs, educational content and

participation in industry events through speaking opportunities. Demonstrating expertise, sharing valuable insights and engaging with the community can enhance credibility and establish thought leadership. These three areas are also a roundabout way to elicit media coverage, as conferences have media attendees and awards publish features or press releases to announce finalists and winners.

Customer Education

Educating customers through educational resources, tutorials and guides is essential to help users understand financial products, services and potential risks. Empowering users with knowledge creates trust and confidence in the fintech company. With a recent poll* indicating that only 57% of American adults are financially literate (and 33% globally), it's essential to clearly explain complex financial topics so that customers can correctly utilize products and services offered by fintechs. Beginner or "101" articles are good ways to educate customers so that they understand the product and, in turn, gain value from using it.

Overcoming regulatory challenges and communicating compliance

Today, we are inundated with news about corporate misconduct, whether it's a lack of transparency, mishandling of customer funds or consumer data not being handled or secured correctly. This is why every fintech must communicate that they are compliant with applicable laws and fully secure with all customers' safety at the top of their minds.

Data breaches are now the norm, and hackers are often looking to steal funds. It's essential to communicate how an organization protects user data, funds or other assets entrusted to the company. Whether it's a statement on a website, blog

*<https://gflec.org/initiatives/sp-global-finlit-survey/>

or messaging outlined in press releases, the security measures that your company puts into place need to be clearly spelled out for audiences so they can have peace of mind when using your product or service. Outline how robust security protocols protect user data, such as encryption, two-factor authentication and secure socket layers (SSL).

Communication with stakeholders about compliance with regulations is critical. Disclose how the company is operating and following relevant local and federal laws and standards like Know Your Customer (KYC) or Anti-Money Laundering (AML) to enhance credibility and trustworthiness. Display recognized trust seals and certifications on the website or mobile apps. These could include certifications like Payment Card Industry Data Security Standard (PCI DSS) or ISO 27001, which indicate adherence to security and privacy best practices. Also, adhering to industry standards and regulations and conveying this through website content and interactions with the media can help instill trust among current and potential users.



Crafting an Effective Fintech PR Strategy



As outlined above, credibility is vital to the health of a fintech and can make or break a company. A well-crafted PR strategy helps foster trust by transparently communicating the company's values, commitment to security, compliance with regulations and a user-centric approach.

A well-rounded PR strategy is comprehensive. It should encompass PR activities that raise awareness about the fintech company's offerings, innovations and competitive advantages. By generating positive media coverage, securing speaking opportunities at industry events and leveraging influencer partnerships, PR helps increase visibility and reach among target audiences.

Below are the primary considerations for crafting a successful PR strategy for a fintech company.

Identifying target audiences and key stakeholders

A good fintech PR strategy starts with identifying target audiences and key stakeholders, such as customers, partners, investors and employees. Ask yourself the following questions:

- **Which audiences are important to the company?**
- **Who are our key stakeholders?**
- **What do audiences and stakeholders care about?**
- **Where do audiences and stakeholders receive news?**
- **What social platforms do these individuals utilize?**
- **Who are the influencers these groups follow?**

Answering these questions will help you identify the groups of people you need to reach and communicate effectively with. It will also guide you in crafting impactful messaging that resonates well and targeting the media outlets and platforms that these groups subscribe to.



Developing a compelling narrative for fintech companies

A complete and consistent narrative is crucial in developing credibility and awareness in the media. It will guide everything from general media relations to messaging to include in a press release. A narrative is a company story communicated to all stakeholders and the media. And like any story, it consists of a beginning (how the company started), the company characters (company executives), conflict (the problems the company's product solution is solving), and an ending (the end results – how should the consumers of your product or service feel?).

The Beginning

Many founders need help with telling the story of how their business started. Obviously, it all starts with an idea, but the details must be teased out. What was the catalyst for the company coming together? Where was the “aha” moment – the moment you knew you had a good idea that could be successful in the marketplace? These aspects start the story and inspire customers, the media and investors to believe in your company and what it offers.

Characters

It is important to develop compelling characters as part of your company narrative. In this case, it's the executive team – the CEO, CFO, CTO, and VPs. How was the founder or CEO inspired to change things through establishing the company? What are the background of executives, and how do they contribute to the overall strength of the executive team? Supporting your executives, inspirational and exciting stories contribute to developing belief among your key constituents.

Conflict – Problems that are Being Solved

Every company is established to address a problem – what are the industry, national or global issues being solved by your company? These can be problems like a lack of access to financial opportunities or friction in B2B payments. How does your company improve the lives of people or other businesses? What pain points does your product or service address? Everyone is interested in conflict, but the solution is the story's natural cadence and what your audience will be looking for.

An Ending

This is an ending in the sense of an end result – how should the consumer or business feel when they use your service? Do they feel relieved that their pain point is solved? Does it allow them to live better or operate a business more efficiently? Outlining this in your company narrative clearly defines what your product is for, what your customer is paying for and their satisfaction with your product or service.

Storytelling is the magic ingredient in crafting your company's narrative. It should be consistent across all parts of the business and in all online or print collateral. It's also vital that spokespeople be well acquainted and prepared to communicate it to the media.

Integrating PR with marketing and business objectives

Marketing and PR are treated very differently from company to company. In some organizations, they are separate departments, and in some companies, one leads the other. Regardless, integrating PR and marketing objectives can help ensure consistency, maximize impact and amplify the overall communication efforts of a company. Additionally, marketing

and PR work well together and support each other. Here are best practices to integrate PR and marketing objectives:

Identify Company Goals and Align with Them

It's essential for both PR and marketing to align with company goals and ensure all activities are in lockstep. This can include increasing quarterly revenue, acquiring customers or attracting investors. An overarching company goal will inform marketing and PR teams what they should strive for in their strategies and help both departments work together seamlessly.

Direct Teams to Support One Another

Whether it's marketing supporting a PR campaign or PR supporting a go-to-market campaign, one element can bolster the other. The key is for each to strategize with the other in mind and then come together to coordinate on the action plan.

For example, for a new product launch, a landing page or another part of the website typically gives information about the product or service and how to access it. PR can drive traffic to the site through media relations by including the link in the press release and media pitches. Traffic driven to the webpage can also be tracked by utilizing a unique tracking link or UTM and through Google Analytics, so marketing can see how media coverage drives visits to the company website.

Align Messaging and Branding

Coordinate messaging and branding efforts across PR and marketing functions. Ensure the key messages, tone and visual elements are consistent to create a cohesive brand identity and voice. For example, language used for a new product should be the same on the company's website and in the press release announcing the launch of the new product. This prevents confusion and strengthens the message since it can be attributed to narratives or talking points in all PR and marketing communications.

Identify Joint Campaigns and Tactics

The following are some primary ways PR and marketing can collaborate and fold elements of each into campaigns:

- **Coordinate Content Creation:** Create content that serves both PR and marketing purposes. For example, develop blog posts, articles or videos that showcase thought leadership while promoting products or services. This approach allows content to be repurposed across different channels for maximum impact.
- **Share Data and Analysis:** Foster a culture of data sharing and analysis between PR and marketing teams. Share insights, metrics and analytics to measure the effectiveness of campaigns and make informed decisions. Use shared data to refine strategies and optimize future PR and marketing initiatives. Valuable, industry-facing data can be used to gain media interest.
- **Joint Events and Sponsorships:** Identify opportunities for joint participation in events or sponsorships. Collaborate on industry conferences, trade shows or community initiatives to simultaneously leverage PR exposure and marketing visibility. Maximize brand presence and engagement by combining efforts.

Through it all, it is crucial for PR and marketing to work to maintain regular communication between their teams to stay informed about ongoing activities, campaigns and upcoming initiatives. Foster a collaborative environment where information is shared, feedback is provided and adjustments can be made to optimize performance. Remember, PR and marketing are different areas with many commonalities, so it can be easy to unite these two functions to collaborate for organizational success.



3



Maximizing Media Relations
for Fintech Success

Building relationships with financial and technology journalists

Public relations largely consists of creating awareness among target audiences. When utilized correctly, it can be the catalyst for raising funding from investors, attracting candidates for open job roles and drawing customers to purchase your product. But how can a company maximize PR activities to achieve awareness from audiences who will benefit?

Below are three ways to capitalize on media relations for the success of a fintech company.

- 1** Building relationships with finance and technology journalists is vital to building awareness for a fintech company. The media is the engine that will drive your story among the masses, and it's essential to identify which influencers or reporters will be the most impactful for your brand.
- 2** Identify at least 20 targets that will consistently receive updates and company news from you. These targets should cover companies in the fintech industry and be interested in being kept in the loop on the latest news from your company. Be sure to add anyone who previously covered your company, as they will value your returning to them with any developments.
- 3** Remember, relationships are a two-way street. It isn't just about what the media can do for your company but what your company can do for the press. Offer your executives as sources for stories that reporters may be working on. Pitch them valuable commentary they can easily use for their articles. Frequently share their work, whether your company is mentioned or not. Doing this shows reporters that you value their relationship and support their work, which, in turn, will make them more likely to cover your company.

Crafting engaging press releases and media pitches

Nobody wants to read a boring story or email, much less cover them. Be creative in your communications with the media. Write press releases that flow nicely throughout and tell an overall story, pointing out the industry impact and importance of the news.

Keep pitches under 250 words and be punchy in your writing – communicate why the reporter should cover the topic you're pitching and why it's vital to the industry and your readers. Include all the elements of what makes something newsworthy, such as timeliness, conflict, novelty and impact. Putting these towards the top of your pitch will ensure it does not get overlooked when a reporter skims your email.

Remember that media receive hundreds of emails daily – what will make them stop and read yours?

Leveraging thought leadership and expert positioning

Public relations is not all press releases and media pushes around them. It also encompasses the development of executive thought leadership. You want the media to think of your company spokespeople and organically reach out to you when working on a story because they know the source will deliver intriguing insights.

Start by developing a list of spokespeople from your company and defining what they can speak about. Then, identify current topics that would align with their expertise. Pitch these executives as sources to be quoted in the media or as experts who can author a byline on an industry topic. Podcasts are also great ways to build thought leadership, and the medium's

popularity has made it so there's a wide array of podcasts to choose from. There's sure to be a podcast that will be perfect for your spokespeople to be featured on.

As mentioned above, PR is a fundamental ingredient in the success of a fintech company. However, unless there is an exception to the rule, it's essential to understand that media attention and volume are a long game. Your spokespeople probably won't start by being quoted in *Forbes* or *The New York Times*. However, trade publications can be an excellent way to get your spokespeople's feet wet by talking to the media and building their credibility as a source.



Managing Crisis Communications in the Fintech World



In our digital world, when crisis strikes, word of it spreads fast through the power of the 24-hour news cycle and social media. This could be anything from a data breach, website hack or regulatory action. Reacting swiftly is key to mitigating damage to the company's reputation.

Only 49% of U.S. companies* have a formal crisis communications plan. Preparing, responding and proactively communicating are essential to managing a crisis and protecting the brand.

*<https://www.capterra.com/resources/crisis-communications-plan/>

Preparing for potential PR crises and mitigating reputational damage

Preparing a plan early before something goes wrong is essential regarding crisis communications. But what are the elements of a formal crisis communications strategy?

A comprehensive crisis communications plan includes:

- **A Crisis Response Team:** Identify key players in your response strategy. This usually comprises C-suite executives (i.e., CEO, COO, CFO, CCO, CMO and CTO), legal counsel and department heads (i.e., product, customer service, marketing, PR and engineering). You'll want to select both decision-makers and people who can support those decision-makers, advise their teams and act as necessary.
- **Risk Assessment and Planning:** Determine various scenarios and map out their potential impacts on the organization. It's helpful to list according to priority (priority one, two, and three). Develop response plans for each identified risk, outlining the necessary actions and resources required to address them.
- **Spokesperson Identification and Training:** Designate specific individuals within the organization to act as spokespersons during a crisis. Ensure they receive appropriate media training to communicate the organization's messages effectively while maintaining consistency and transparency.
- **Response Protocols:** Define clear protocols and procedures for responding to crises. Establish decision-making processes, escalation paths, and guidelines for coordinating actions among different departments.

- **Key Messages:** Develop messages that align with the organization's values and effectively address the crisis. These messages should be consistent across all communication channels and reflect empathy, transparency and a commitment to resolving the situation.
- **Media Relations Strategy:** Outline the approach for engaging with the media during a crisis. Establish media contact lists, prepare media holding statements and press releases and determine the timing and manner of media briefings or conferences, as necessary.
- **Stakeholder Engagement:** Remember to communicate directly with key stakeholders relevant to the crisis and develop strategies for engaging with them. This may include town hall meetings, community outreach or other appropriate methods to address concerns and maintain relationships.
- **Post-Crisis Evaluation:** After the crisis has been resolved, thoroughly evaluate the crisis management process. Identify lessons learned and areas for improvement and update the crisis PR plan accordingly to enhance future crisis preparedness.

It's important to note that a crisis PR plan should be tailored to the specific needs and circumstances of the organization, and regular testing, review and updates should be conducted to ensure its effectiveness.

Responding to cybersecurity breaches, data leaks, and regulatory challenges

If a crisis occurs, you'll want to be immediately made aware of it. This is easier when it's an issue that can be tracked through internal systems such as your network or website, where abnormal behavior can be witnessed. However, for external crises, it's crucial to implement procedures to monitor news media, social media platforms and other relevant channels for early detection of potential problems. This allows the organization to respond quickly and proactively.

There are three areas to keep in mind for all public-facing messaging during a crisis:

- 1 Acknowledge the Problem:** Be transparent, and don't try to diminish the severity of the issue. Honesty is key here. Your company and brand will emerge from the crisis in a more positive light if you take accountability for the problem. It will also repair your credibility and trust.
- 2 Apologize:** It's important to apologize, whether it is a product issue, hack or employee or executive misstep. Express empathy for any victims or people affected by the crisis. Remember, if the issue is not the company's fault but of an employee, instead of an apology, still communicate that you feel for the persons affected and will cooperate with any investigations or other needs to make victims whole again.
- 3 Advise the Way Forward:** This can be anything from solidifying security processes, improving employee screening or working with regulators for compliance. Communicate what the company is doing to fix the problem and how it will prevent it from happening again.

Proactively communicating during periods of uncertainty

Lastly, remember that crisis communication is all about proactively communicating. This allows you to control the narrative. The response team will have to make decisions and move fast to get ahead of any media coverage because you'll want to ensure your company has its side of the story included. Having a comprehensive crisis PR plan at the ready will help you act quickly and respond promptly. This will uphold the brand's reputation and retain credibility among stakeholders.

5

Leveraging Digital Channels for Fintech PR



As the world becomes increasingly connected, embracing digital PR strategies can significantly enhance a fintech company's brand visibility, credibility and engagement with its target audience. Fintechs can leverage digital channels in three main ways: social media, influencer relations and content marketing.

Harnessing the power of social media for brand awareness and thought leadership

Social media is a forgotten piece of the marketing and PR mix for many fintech companies. More attention is given to areas like digital ads or editorial coverage. However, organizations that overlook social media miss an opportunity to connect with audiences.

Social media is a way to showcase a brand's personality. While information about products and services should be shared on these platforms, it is also essential to approach it as a conversation to encourage follower engagement. Think of ways to be non-promotional – asking followers relevant questions like which cryptocurrency is their favorite, whether they prefer to conduct transactions with paper currency or credit cards or even what vacations they are saving up for. These are ways to elicit comments and feedback, thus contributing to the company's social engagement and visibility in followers' feeds.

These platforms are also great ways to showcase the company's and its executives' thought leadership. Regularly share industry-facing news on the latest trends and developments. Each spokesperson should have a social media platform to share thought-provoking commentary and opinions on relevant news. If the organic content shared is strong enough, they may attract media followers who will reach out to them as a source for their stories.

Remember to share any news coverage on your company or its executives and tag the outlet and the journalist in your post. This supports relationship-building because the media and the outlets they write for appreciate when you give their articles legs on social media.

Engaging with influencers and industry experts

Social media should not be a one-way conversation. Companies can and should follow relevant influencers and thought leaders in their space (especially journalists). Sharing content and commenting or liking posts are ways to give visibility to your brand among followers of the influencer on social media.

But what about paid influencers? Influencer marketing has gained popularity over the past decade, and relationships with them can be fruitful for fintechs to take advantage of. Finance can be a complicated topic for consumers, but having a trusted thought leader educate them about your product and how it works can go a long way. The key is finding influencers that align with your brand and its mission. Carefully vet social media personalities and ensure their content fits your company's personality, products and services. Prepare the influencer with a deck of brand guidelines and information about the company's offerings so they stay true to messaging.

Platforms to consider working with influencers on are Instagram (90% of creators plan to invest more in the platform in 2023) and YouTube due to its impressive 50% engagement rate.*

Optimizing content marketing strategies for fintech companies

Consumer education is the name of the game when shaping a plan for a content marketing program. While promotional content has its place (if done entertainingly), engaging content teaches consumers about products or concepts, so they gain valuable knowledge. It also establishes the fintech company as a thought leader, lending credibility to the brand.

*<https://www.aspire.io/blog/10-influencer-marketing-statistics-you-need-to-know-in-2023>

Below are tips to optimize your content marketing strategy.

1. Define clear goals: Set specific and measurable goals for the content marketing strategy. Whether it's increasing website traffic, generating leads, improving brand awareness or boosting conversions, clear objectives will guide content creation and allow for better measurement of success.

2. Know your audience: Understand the target audience's needs, pain points, preferences and behaviors. Conduct thorough research to create buyer personas, which will help tailor the content to resonate with the intended audience.

3. Develop high-quality content: Invest in creating valuable, informative and well-researched content. Quality content is the foundation of a successful content marketing strategy, whether it's blog posts, videos, infographics or whitepapers.

4. Focus on SEO: Make your content work for you and contribute to your bottom line. Implement search engine optimization (SEO) best practices to ensure that content ranks well in search engine results. Use relevant keywords, optimize meta tags and create content that answers common search queries related to fintech products and services.

5. Leverage Different Content Formats: Offer content in various formats to cater to different audience preferences. Mix written content with visual elements like videos, infographics and interactive tools to keep the audience engaged.

6. Promote Across Multiple Channels: Share content on social media platforms, email newsletters and other relevant digital channels. Utilize paid advertising when appropriate to expand reach and target specific audience segments.

7. Utilize Email Marketing: Build an email list and nurture leads through targeted email campaigns. Share valuable content, offer exclusive insights and provide personalized offers to keep subscribers engaged.

8. Monitor and analyze performance: Regularly track the performance of content marketing efforts using analytics tools. Analyze website traffic, click-through rates, time-on-page and conversion rates. Use this data to make data-driven decisions and optimize future content.

9. Stay compliant and transparent: Given the sensitive nature of financial information, ensure that all content complies with relevant regulations and maintains transparency.

10. Stay updated on industry trends: Fintech is fast-paced, and trends can change rapidly. Stay informed about the latest developments, innovations and changes in the financial sector to produce timely and relevant content.

By following these steps and continuously adapting the content marketing strategy based on data and feedback, a fintech company can optimize its content marketing efforts to engage its audience and drive business growth effectively.

6

Measuring and Evaluating PR Success in Fintech



When PR pros think of measurement and reporting, they consider showcasing results. And while that is an integral part of why we measure, the learnings gained from how well your campaigns are performing are equally important.

Measurement allows us to step back and analyze what works and what doesn't. We can then utilize this information to build bigger and better campaigns.

Key metrics and analytics for measuring PR effectiveness

There are many ways to analyze and report on the effectiveness of a PR campaign. Below are some of the more impactful metrics that should be included in any measurement:

- **Media mentions (volume):** Track the number of times the fintech company or its executives are mentioned in various media outlets, including online publications, newspapers, magazines and broadcast media. Positive media coverage can enhance brand visibility and credibility.
- **Share of voice (SOV):** SOV measures the percentage of media coverage a fintech company receives compared to its competitors in the same industry. It helps gauge the company's presence and reputation relative to peers.
- **Ad Value:** Ad value refers to the estimated monetary value that a company would have had to pay for the same amount of media exposure through advertising.
- **Website traffic:** Monitor the amount of website traffic generated from PR efforts. A well-executed PR campaign can drive more visitors to the company's website, indicating increased interest and engagement.
- **Lead generation:** Determine the number of leads generated from PR-related activities. High-quality PR content can attract and nurture potential customers through the sales funnel.
- **Conversion rate:** Analyze the conversion rate of PR-generated leads to actual customers. A higher

conversion rate demonstrates the effectiveness of PR efforts in driving business outcomes.

- **Partner and investor interest:** Monitor the level of interest from potential partners and investors after PR exposure. Positive PR can attract valuable partnerships and investment opportunities. Ask the business development and finance teams if they have received increased inquiries after implementing PR campaigns.
- **Return on investment (ROI):** Measure the ROI of PR campaigns by comparing the cost of PR efforts to the value generated, such as increased sales, partnerships or customer acquisition. Ad value is beneficial with this.

By tracking these key metrics and analytics, fintech companies can gain valuable insights into the effectiveness of their PR strategies and make data-driven decisions to improve their communication and marketing efforts continuously.

Continuous improvement and refining PR strategies

Fintech companies can continuously improve and refine their PR strategies by adopting a proactive and iterative approach. Here are some critical steps they can take to enhance their PR efforts:

1. Set Clear Objectives: Define specific and measurable PR goals aligning with the business objectives. Clear objectives will guide the PR strategy, whether it's increasing brand awareness, attracting investors or generating leads.

2. Monitor Industry Trends: Stay abreast of the latest trends and developments in the fintech industry. Understanding industry dynamics helps fintechs create timely and relevant PR content that resonates with their target audience.

3. Know the Target Audience: Continuously gather insights about the target audience's needs, preferences and pain points. Regularly conduct market research and engage with customers to understand their perspectives and expectations.

4. Tailor Content for Different Channels: Customize PR content for various platforms and channels. Content that performs well on social media might not suit traditional media outlets, so adapt messaging and formats accordingly.

5. Embrace Data-Driven Decisions: Utilize data analytics to measure the performance of PR campaigns. Analyze key metrics such as media mentions, website traffic and social media engagement to identify successful strategies and areas for improvement.

6. Seek Media Relationships: Cultivate relationships with journalists, bloggers and influencers in the fintech space. Building rapport with media professionals can lead to more favorable coverage and opportunities for thought leadership.

7. Engage with Industry Events: Participate in relevant industry events, conferences and webinars. Speaking engagements and panel discussions can position fintech executives as thought leaders and attract media attention.

8. Monitor and Respond to Media Coverage: Regularly monitor and respond to articles, reviews or social media mentions. Engaging with journalists and responding to comments shows the fintech's commitment to open communication.

9. Leverage Customer Testimonials: Incorporate customer testimonials and success stories into PR efforts. Positive feedback from satisfied customers adds credibility and authenticity to the fintech's narrative.

10. Be Transparent and Authentic: Prioritize transparency in PR communications, especially in the fintech industry, where trust is critical. Present information accurately and honestly and address any concerns openly.

11. Measure and Adjust: Continuously evaluate the success of PR initiatives and campaigns. Based on the data and insights gathered, make necessary adjustments to refine strategies for stronger results.

12. Collaborate with Influencers and Partners: Collaborate with industry influencers, partners and associations to amplify PR efforts. Influencers can extend the fintech's reach to a broader audience and boost brand credibility.

13. Learn from Competitors: Monitor the PR strategies of competitors to understand their strengths and weaknesses. This can offer valuable insights to fine-tune the fintech's approach.

14. Stay Compliant with Regulations: As the fintech industry is highly regulated, ensure that all PR communications comply with relevant laws and guidelines.

By continuously evaluating, learning and adapting, fintech companies can optimize their PR strategies to build a strong brand presence, enhance credibility and achieve their business objectives in the ever-evolving financial technology landscape.



7

A Look Forward – Future Trends and Innovations in Fintech PR



“

Position yourself to be a valuable ‘AI point person’ for the inevitable widespread adoption of these tools. Someday, probably in about 12 months, someone is going to redefine how you do your job because of the availability of AI tools. It will be a much better experience if that person is you.”

– Michael Smart, MichaelSmartPR

In the highly competitive and rapidly evolving fintech industry, embracing innovation and technology in public relations activities is of paramount importance. Fintech companies must differentiate themselves, reach a tech-savvy audience and showcase their technological expertise.

By implementing front-line PR strategies and leveraging technology, fintechs can amplify their reach and impact, engage with their target audience in real time and enhance the user experience. Analytics empowers data-driven decision making and helps fintechs refine future strategies for optimal results. As the fintech landscape continues to evolve, integrating innovation and technology into PR activities is not only advantageous but essential for establishing a competitive edge and driving business success.

Embracing emerging technologies such as AI in PR

Additionally, AI can significantly assist public relations professionals in their writing activities by streamlining the content creation process and enhancing the quality of their work. AI-powered writing tools can quickly generate engaging and well-structured press releases, articles, blog posts and social media content, saving PR professionals valuable time. These tools can also offer grammar and style suggestions, ensuring the writing is error-free and adheres to the brand's voice and tone.

The critical thing to remember about AI-powered content is that there needs to be a human layer added. Content should be reviewed and edited according to brand style and guidelines. By leveraging AI in their writing activities, PR professionals can boost productivity, improve content quality and focus on strategic aspects of their campaigns to achieve a more significant impact in the ever-evolving media landscape.

Adapting to changing media landscapes and consumer behavior

“A quarter of U.S. adults regularly get news from YouTube, while smaller shares get news from Twitter (14%), Instagram (13%), TikTok (10%) or Reddit (8%). Fewer Americans regularly get news from LinkedIn (4%), Snapchat (4%), Nextdoor (4%), WhatsApp (3%) or Twitch (1%).”

– Pew Research, “2022 Social Media and News Fact Sheet”

As the statistics demonstrate above, media consumption patterns are shifting towards digital channels. Fintechs should diversify their communication strategies to include social media, video content and interactive webinars to effectively engage with their target audience. Fintech companies can adapt to changing media landscapes and consumer behavior by embracing flexibility, innovation and a customer-centric approach. By staying on top of emerging media trends and utilizing data-driven insights, fintechs can optimize their content distribution, ensuring it reaches the right audience at the right time.

Moreover, understanding and adapting to evolving consumer behavior is crucial for fintechs to remain relevant and competitive. With consumers seeking seamless and personalized experiences, fintech companies can harness data analytics and AI to deliver tailored solutions and customer-centric messaging. Emphasizing transparency and security in their communication will build trust among consumers, which is particularly critical in the fintech industry.

By adapting to the changing media landscape and consumer behavior, fintechs can position themselves as industry leaders and create lasting connections with their target audience, driving long-term success in the dynamic financial technology sector.



CONCLUSION

Anticipating and Capitalizing on Industry Shifts and Disruptions

In conclusion, Fintech PR currently presents a dynamic and evolving landscape, requiring fintech companies to adapt their strategies to meet their target audience's changing needs and expectations. By embracing technology-driven PR tactics, such as AI-powered analytics, blockchain-enabled transparency and personalized content delivery, fintechs can gain a competitive edge and establish themselves as industry leaders. Staying proactive and agile amid industry shifts and disruptions is critical to capitalizing on emerging opportunities and driving long-term success.

As the fintech industry continues to innovate and reshape the financial landscape, the power of PR cannot be underestimated. Fintech companies must prioritize building trust, enhancing brand reputation and delivering transparent and customer-centric messaging. Strategic partnerships, continuous learning and compliance with regulatory changes are essential for successfully navigating the fintech world's complexities. By leveraging the insights and strategies outlined in this e-book, fintechs can forge ahead confidently, harnessing the potential of PR to connect with their audience, foster innovation and thrive amidst the ever-evolving fintech ecosystem.



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