



WELCOME

Content Marketing Funnel: Hyper-Targeting Traders.

BNMM

MEET CONTENTWORKS AGENCY



Contentworks Agency is a leading content and communication agency for the financial services sector. We work closely with finance brands to create effective communication policies, corporate messaging, and targeted content and social media marketing strategies.

**STRATEGIC AND
TARGETED**

**COMPLIANT BUT
NEVER BORING**

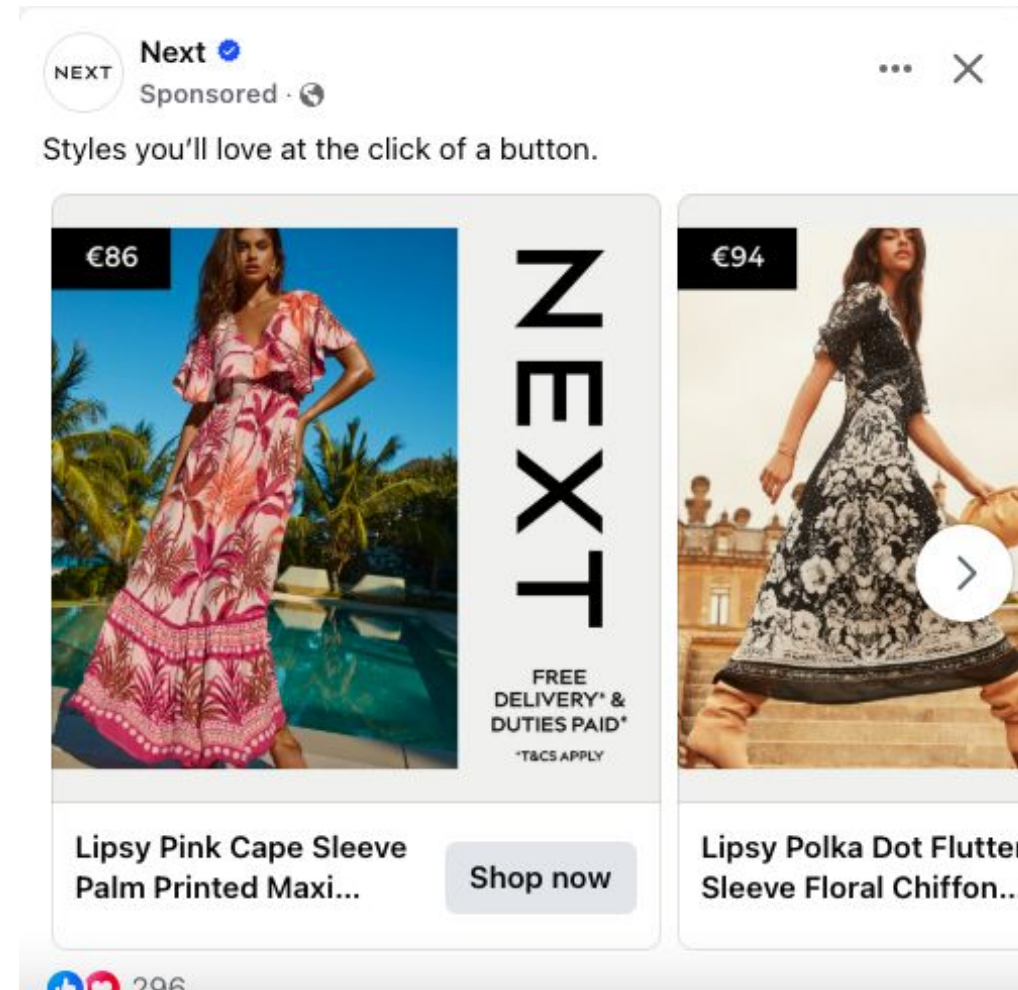
**EXPERT INDUSTRY
KNOWLEDGE**

**FOREX, FINTECH, BANKING AND
EVERYTHING IN BETWEEN**

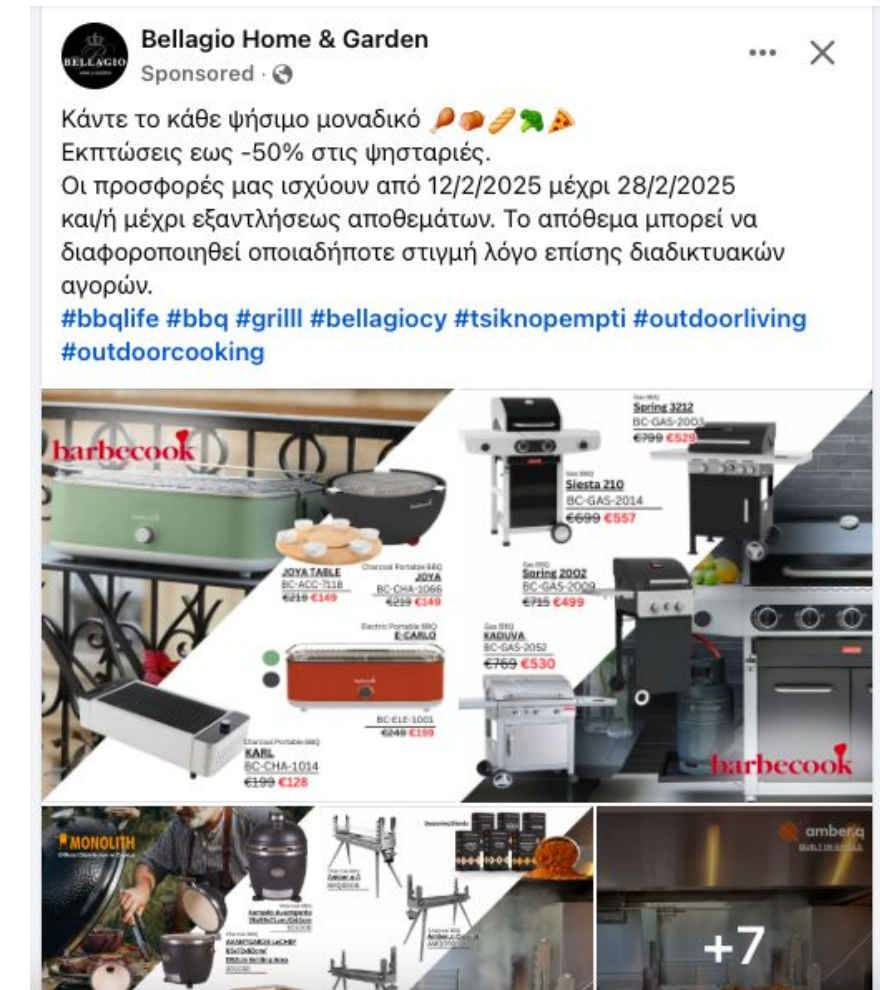
FACEBOOK HYPERTARGETING



I HAVE YOUNG KIDS.

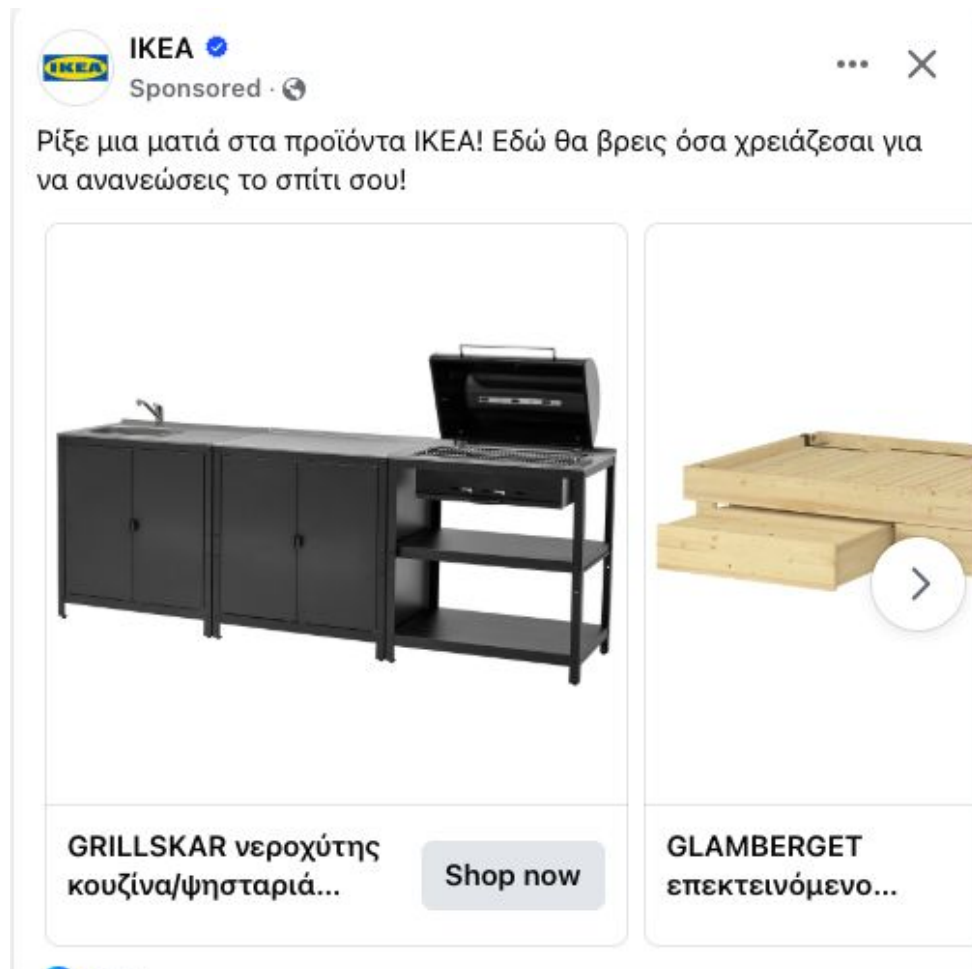


I BUY ONLINE FROM COMPANIES LIKE NEXT.

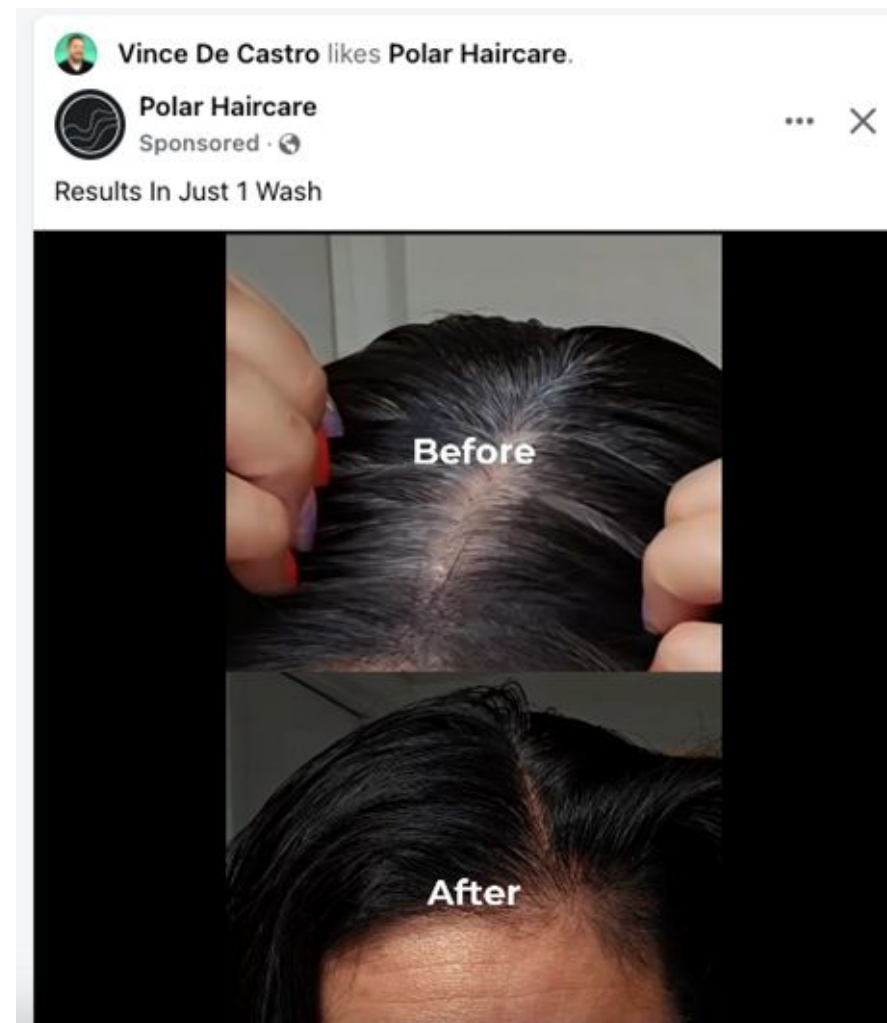


BELLAGIO KNOWS I'M UPGRADING MY OUTDOOR PATIO WITH A KITCHEN.

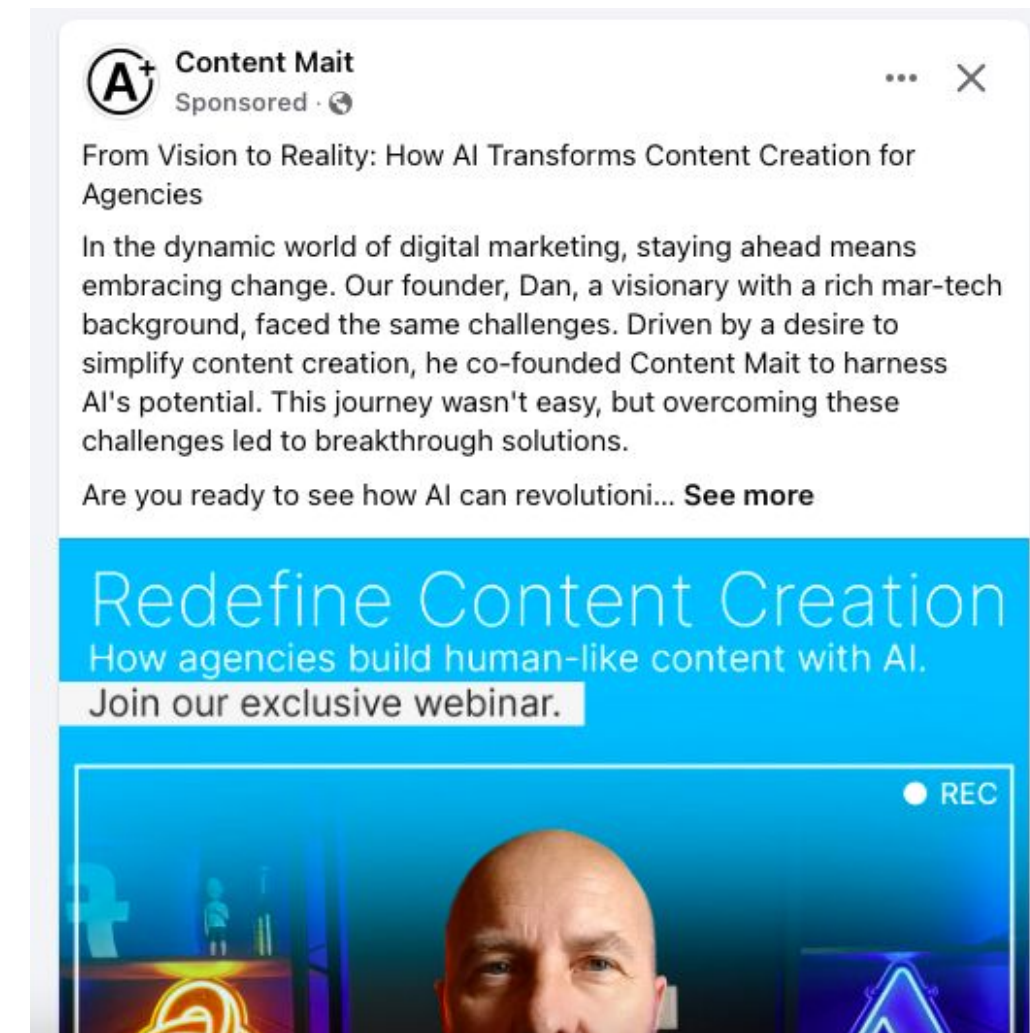
IS FACEBOOK THE CREEPER IN OUR LIVES?



IKEA DEFINITELY KNOWS.



I'M A CERTAIN AGE SO MIGHT DYE MY HAIR. VINCE LIKES IT SO IT MUST BE GOOD.



I WORK IN CONTENT MARKETING.

“

When done right, content can be one of the highest yielding investments, with content driven leads often converting at 2x or 3x.

Achilleas Achilleos, CMO at Alchemy Markets

WHAT ARE BROKERS DOING?

30%-50%



Marketing budget
is spent on creating content

20-50 pieces
per week



Depending on market
volatility, regulatory
updates, and campaign
needs.

Challenges



Balancing engagement with compliance
Consistent branding across channels and languages
Agile enough to generate content as events happen
Localisation and personalisation

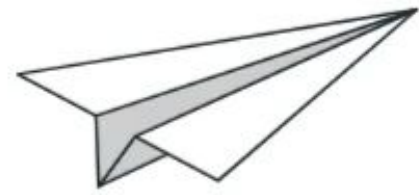
SPOILER ALERT - SOME OF THEM AREN'T DOING ANYTHING. 🙄

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We use content to define our broker, tell the story, describe the product(s) and give reasons to take action.

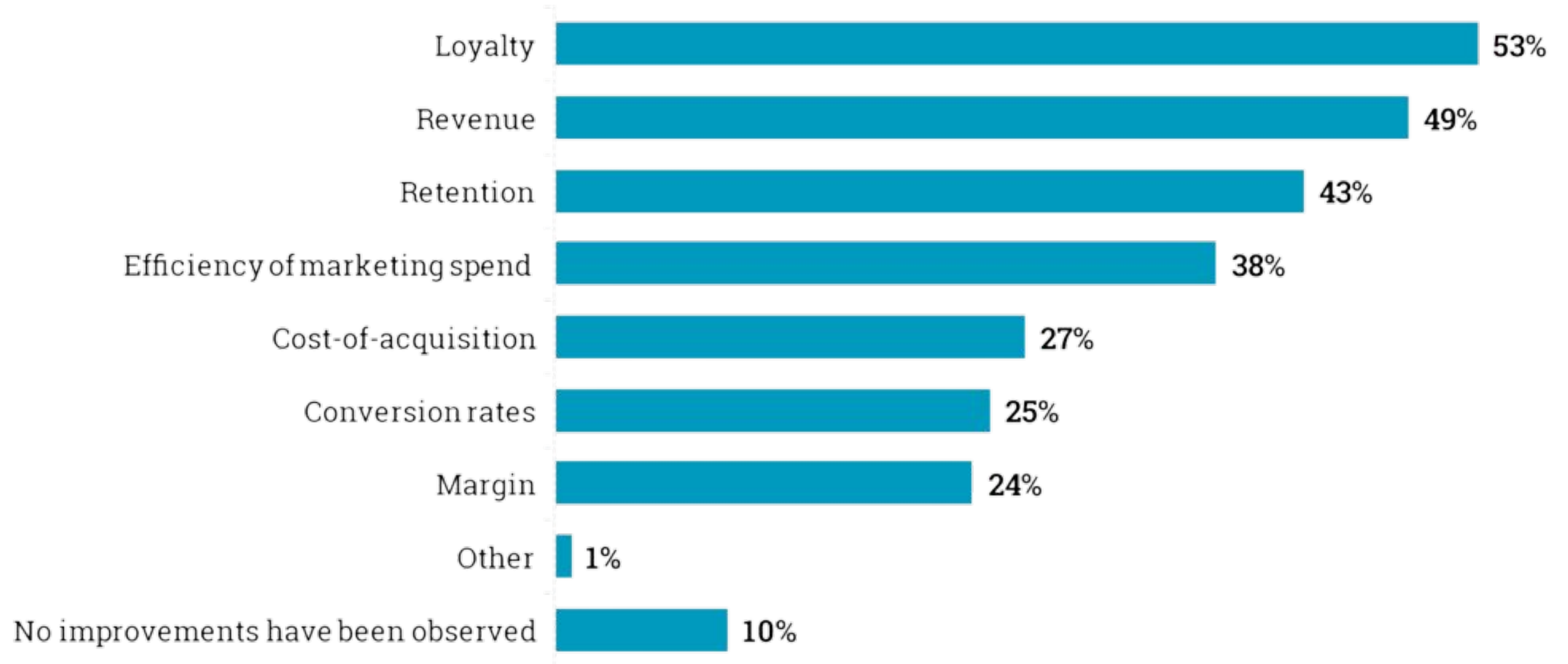
Dominic Poynter, Head of Marketing, OneRoyal

WHAT IS HYPERTARGETING?



Getting in front of the right audience, with the right message, at the right time.

WHY HYPERTARGETED CONTENT?



“

In a world where broker market share can become a race to the bottom (reducing spreads, commissions etc.), content helps you stand out from the crowd and offer clients something of real value.

Kyle Chubb, Senior Manager, Content, Exinity

THE SHIFT TO INTENT BASED MARKETING

Intent based marketing uses an individual's data to build targeted messages and encourage traders or investors most likely to deposit, trade and invest with you.

It looks for **customer intent** using different variables, including how long a user stays on a particular page, which page they navigate to next, and their overall browsing history.



**20% SHORTER
SALES CYCLE**



**2.5% INCREASE
IN MARKETING
EFFICIENCY**



**40% HIGHER
REVENUE
POTENTIAL**

BUILDING INTENT DATA

Demographics & Psychographics



Age, gender, education, income, years spent in one company, location
Interests, values, personality, lifestyle

Interactions



Website, webinar, content downloads, social media engagement, ad clicks, customer support

Level of Knowledge



New to trading, has been learning but never started trading, experienced trader

Client lifecycle stage



New to brand, opened demo but never traded, traded but stopped, trading infrequently, amount traded

SARAH

Age: 23

Passionate About:
Latest Fashion Trends

Worried About: Getting
started with
investment.

Preferred
Channel



Macy's on Sale! Analysts say
Macy's stock is currently
undervalued.

JANE

Age: 26

Passionate About:
Sustainability

Worried About: Future
Prospects

Preferred
Channel



Invest in your future.
Explore sustainable
investing and make a
positive impact.

JOHN

Age: 34

Passionate About:
Gaming

Worried About: Lack of
Savings

Preferred
Channel



Did you miss Bitcoin rising to
\$100,000. Goldman Sachs
expects it to rise to
\$200,000.

MAC

Age: 38

Passionate About:
Technology

Worried About: Family
Expenses

Preferred
Channel



School fees up again and
looking for a side hustle?
Ask the experts everything
you always wanted to know
about trading

Sarah's Funnel

Just starting to think about her financial future. It's best to first answer her basic questions about managing finances and then introduce her to trading. At 23 Sarah can be marketed through edutainment on TikTok.

Jane's Funnel

Jane is active on social media and reads reviews. Social media posts and ads may get you the first interaction. Consider user generated content on Instagram or partnerships with relatable ambassadors.

John's Funnel

Listens to podcasts and watches gaming influencers on YouTube. Because he likes gaming, John might appreciate gamification in his learning process including quizzes and challenges. He will also watch short YouTube tutorials if they are framed correctly for him.

Mac's Funnel

Mac makes every decision after careful consideration. Present him with detailed guides about how to start trading and risk management. Invite him to a webinar and nurture him through email marketing. Mac might be interested in becoming an affiliate to earn extra funding too!

HOW DO WE ACHIEVE HYPERTARGETING THROUGH CONTENT?

- Strategise and agree on client KPIs
- Identify, research and understand the target audience
- Employ social listening to tune into wants and trends
- Segment the audience by interests, status and intent
- Craft compelling content that speaks to them
- Create effective funnels and lead magnets
- Utilise data and analytics for targeting
- Analysing performance and optimisation
- Nurture your onboarded traders



HYPERTARGETING CHALLENGES

Scattered data: Customer information tends to be dispersed across various systems. For instance, leads might be stored in the CRM system, trading history in the platform, marketing data with the marketing team and interactions across different channels. This fragmentation makes it challenging to obtain a comprehensive understanding of each trader's preferences and needs.

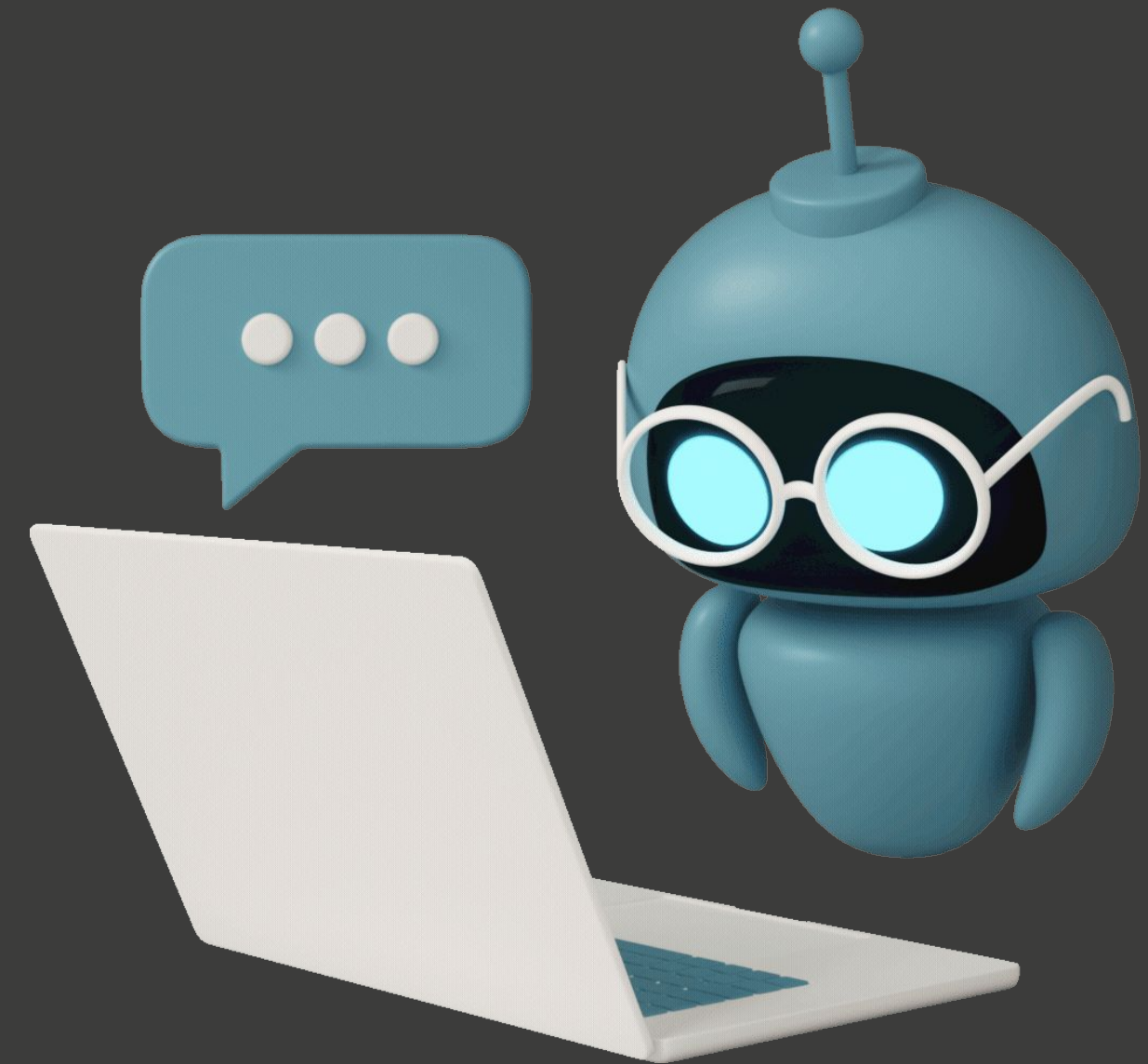
Multi-channel communication: Customers interact with finance companies through various channels, including chat, social media chat, social media posts, WhatsApp and text messaging. This presents challenges around collating data, technological integration and customer privacy.

AI TO THE RESCUE (SOMETIMES!)

Data-driven insights: Customer profile creation and audience segmentation

Token optimisation: balance between unlocking more tokens and not hitting the maximum limit.

Flipped interaction pattern: command AI to ask you questions.



“

AI won't replace marketers, but those who embrace AI will lead the future.

Nick Xydas, Marketing Director, EC Markets



That's all Folks!

www.contentworks.agency