

TELL IT WELL 0.7

Fintech Branding: Strong Companies, Missed Opportunities

Fintech is the very definition of a disruptive force. From a small number of upstart firms around the turn of the millennium, fintech has grown into a titan—a \$4.7 trillion industry that is reinventing the way financial institutions and their B2B and B2C clients think about banking and investing.

And yet fintech's approach to branding is anything but disruptive. Of the nearly 12,000 firms worldwide*, many have a similar look and feel and no distinct brand identity to speak of.

If you're a fintech founder, you've devoted much effort and creative energy to perfecting your platform but perhaps not enough to branding and marketing. Assuming your firm has something of real value to offer, you could be missing an opportunity—whether you're well-

established or seeking investment capital, looking to remain independent or ultimately to be acquired. As competition intensifies, the brands that will prevail are those with a compelling narrative that expresses their unique value to the audience in a differentiated voice.

*<https://spendmenot.com/blog/fintech-statistics/>

Of course, differentiation in itself isn't a guarantee. Even a strong brand can fall prey to the whims of the marketplace. But there are steps you can take to mitigate the risk of drowning in a sea of sameness:

- **You're used to disrupting things—do the same for your brand.** You built your platform by flouting convention, getting inside your customers' heads, and creating something truly different. Now apply that same principle to your brand. Know exactly what your brand stands for and convey it clearly, memorably and, above all, truthfully.
- **Clearly articulate your value proposition.** B2B audiences want to know how you can add value to their business. How will your product or service make their jobs easier, build their business and serve their clients better?
- **Cultivate brand presence.** Far too many brands recede into the background because they lack presence—that inimitable quality that makes heads turn. It's more than just a visual vocabulary and tone of voice. Read more about Brand Presence [here](#).

- **Assume your audience is global.**

Technology has made borders less relevant and the world more seamless. Even if you're targeting a domestic audience, there's no benefit to building a fence around it. Ensure that your brand can resonate with a diverse, global audience.

- **Get emotional.** Don't just hype your product and its amazing features. Tell a story and make your target consumer the hero. This applies equally to B2B and B2C clients: A CEB-Google study found that businesses “may try to make rational buying decisions but are often influenced by gut feelings and emotions...whether consciously or not.”

You also want to get a sense of who they are. You've already done the hard part: You've gone from start-up to successful fintech business. The next part is no less important and requires a similarly innovative mindset—creating a distinct and resilient brand. While the fintech market is a noisy place, you can still stand out. Your success depends on it.

Contact us to learn how we can take your financial marketing strategies and activities to the next level.

Shelly Danse
s.danse@carpenternyc.com



75 Broad Street, Suite 403
New York, NY 10004
T 212 431 6666

carpenternyc.com