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Fintech Campaign Kickoff: A Practical Guide to Cutting Through the Noise

A Financial Company's Guide to
Cutting Through the Noise

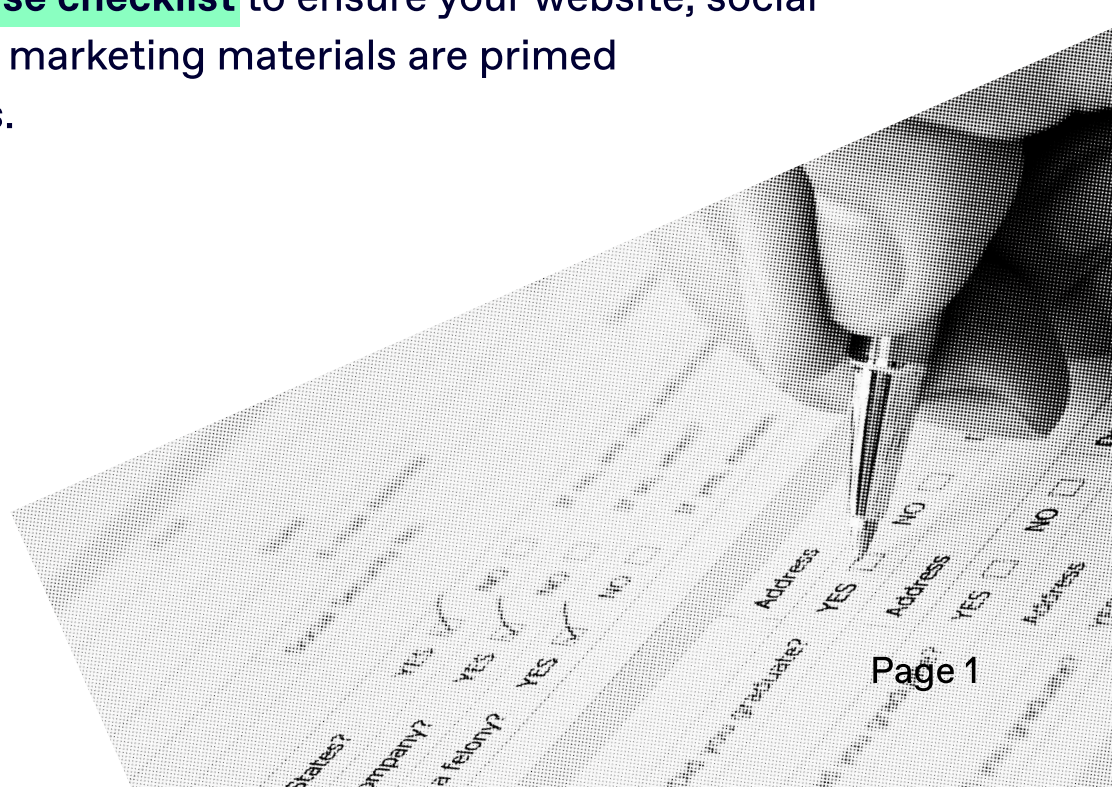


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This three-month guide will equip you with the strategies and tactics needed to build early marketing efforts, engage with influencers and media, and achieve a successful campaign for your financial services and products.

Inside this guide, you'll discover:

- **Influencer outreach strategies** that build genuine connections and generate impactful collaborations.
- **Media engagement techniques** to get your monetary product noticed and featured in relevant publications.
- **Buzz-building activities** that spark curiosity, ignite excitement, and turn your target audience into brand ambassadors.
- **A pre-release checklist** to ensure your website, social media, and marketing materials are primed for success.



Three Months Before Campaign Kick-Off: Engaging Media & Influencers Strategically

Building relationships takes time, like mastering that sourdough starter. But, fear not, the launch day of a financial product isn't the starting line. Start cozying up to media and influencers three months beforehand. Remember, patience is still key – don't be shy to follow up, but think "friendly reminder," not desperate pleas.

Ready to build a killer email list and become BFFs with fintech-loving influencers? We've got the tools and tips to turn you into a social media maestro (without the diva attitude, of course).



Step-by-Step Influencer & Journalist Network:

1. Target time

Research the world of fintech journalists, bloggers, and influencers who know your industry inside out (and ideally, your target audience). They are your future hype squad.

2. Competitor spy games (without the trench coat)

Ever heard of Ahrefs? This nifty tool lets you peek at who your competitors are collaborating with. Use it to uncover influencers who have mentioned them or linked to relevant content.

3. Ditch the robo-texts

Generic emails are like serving pizza with ketchup – most won't dig it. Craft personalised messages that show you've done your homework. Highlight how your product will rock their audience's world, not just yours.

4. Early access

The secret weapon (but don't tell everyone): Think exclusive product drops or juicy interviews. Could this sweeten the deal for journalists and influencers? You thought right! Offer them a sneak peek and watch their interest soar.

5. Data, glorious data

Numbers don't lie (except for maybe that fitness tracker we never use). Track email opens, link clicks, and message responses. Use this intel to fine-tune your approach and become an influencer-whispering champion.

Feeling Lost in the Email Abyss? Fear Not!

1. Hunter, your new email BFF

Need a new email base? Hunter.io is your go-to for sniffing out those hidden contact details.

2. Clean up your act

Make sure your email list is squeaky clean with ZeroBounce. Nobody wants emails that bounce.

3. Employee intel

Encourage your employees to tap into their networks and recommend relevant influencers they know and love. You might just uncover a hidden gem.

4. Gated content & remarketing

Keep your audience hooked with engaging content like quizzes and contests (gated, of course!). Then, use remarketing to remind them you exist and snag those email addresses.



hunter

zero bounce

Ditch the Shady Lists, Get Smart & Social:

Pre-built email lists? Tempting, but this goes against both GDPR and CAN-SPAM rules unless you have explicit consent. Without consent, those lists become a legal no-go and a potential marketing disaster zone.

Let's talk social media – connect with fintech journalists and influencers naturally. Like, comment, and share – show genuine interest before sliding into their DMs.

Bonus template: Ditch the awkward outreach and try these conversation starters instead:

- *I spotted your info request on [topic]! Here's a helpful report you might find interesting. (Offer relevant info via email or DM)*
- *[Influencer name], your [niche topic] content rocks! Ever wanted to explore [related angle]? My company can help. (Spark a convo on Instagram)*
- *We just dropped a blog post on [topic]: your readers might enjoy it. Happy to share feedback. (Offer early access)*

New to X's analytics? No worries. Use Followerwonk to analyse profiles, uncover influencers with engaged audiences, and track their activity like a social media ninja.

Remember, FTC/ASA guidelines are your allies. Be transparent about sponsorships and keep your promo content ethical.

Two bonus email templates: We've revamped those old, generic influencer pitches to grab attention, cultivate authentic relationships, and land impactful collaborations. Copy-paste these adaptable frameworks – personalized for maximum impact

Template 1: Paid Partnership

To:

Cc Bcc 

Subject: *[Intriguing Question Related to Influencer's Audience]* (e.g., "Ready to/for [Desired Outcome] with Your Followers?")

Hey *[Influencer Name]*,

Remember your awesome piece on *[Shared Interest]*? We loved your insights on *[Specific Point]*. That's why we reached out – we're launching *[Campaign Name]* and we think your audience would **love it!**

[Campaign Name] is all about *[Compelling Headline]*. We're targeting *[Target Audience Description]* who crave *[Unique Value Proposition]*. Your authentic style and *[Specific Skill]* perfectly match our vibe.

Here's a sneak peek:

- **Goal:** *[Engaging Description of Objective]*
- **Content:** *[Highlight Unique Campaign Elements]*
- **Compensation:** *[Clearly State Offer with Benefits]*

Think this resonates with your fans? Let's chat and bring a collab to life: reply to us to schedule a call.

Regards,

The *[Your Brand Name]* Team

Send



Template 2: Non-Paid Partnership

To:

Cc Bcc 

Subject: We noticed you loved [Product/Service]! Let's chat.

[Influencer Name],

Your passion for [Shared Interest] shines through your content, especially in [Specific Example]. We were thrilled to see you mention [Product/Service].

Here's the thing: we'd love for you to **experience it firsthand** and share your **honest thoughts** with your audience. We believe it aligns perfectly with your interests and offers valuable insights to your followers.

Imagine:

- Trying out [Product/Service] and sharing your **unique perspective**
- Helping your audience discover a product they might **genuinely love**

While we can't offer compensation, this is a chance to try our [Product/Service] for free and connect with your audience in an authentic way.

Intrigued? Let's talk! Reply to us with your content creation ideas.

Best,

The [Your Brand Name] Team

Send





Two Months Before Campaign Kick-Off: Buzz-Building Activities

With release on the horizon, it's time to shift gears from building relationships to building hype. This is where teaser campaigns, social media magic, and user-generated content come into play. Get ready to spark curiosity, ignite excitement, and turn your target audience into brand ambassadors.



Campaign Teasers: Unveiling the Mystery, Piece by Piece

- **Mysterious snippets:** Share cryptic visuals, intriguing quotes, or short video teasers that hint at your go-live date but leave enough to the imagination. Think movie trailers, not spoilers.
- **Countdown clocks:** Build anticipation with a countdown clock on your website or social media, creating a sense of urgency and excitement.
- **Interactive puzzles:** Engage your audience with puzzles or riddles that unlock clues about your financial software, service or product. Remember, the solution should be easily attainable to avoid frustration.

Bonus tip: Feeling like an influencer newbie? Tools like Pitchbox can help you find relevant influencers, manage outreach, and track campaign performance – all in one stop.

Social Media: Amplifying the Buzz

- **Campaign hashtags:** Create a unique hashtag for your monetary product and encourage users to share their excitement and predictions using it. Run competitions and giveaways to incentivize participation.
- **Live Q&A sessions:** Host live Q&A sessions on platforms like Instagram or X to answer questions, address rumor, and generate buzz.
- **Run competitions and giveaways:** Encourage engagement and social sharing with exciting prizes related to your product.



- **Cross-promote your campaign:** Mention your teaser campaign on your website, email signatures, and other marketing channels.
- **Start pre-orders (optional):** Allow early adopters to purchase your product before release, generating further buzz and revenue.

Bonus tip: Platforms like Gleam or Wishpond can help you manage competitions and giveaways. No more spreadsheets and manual entries – just seamless campaign management for the social media rockstar in you.



Thinking Gen Z? Think TikTok.

Capitalize on this platform's power with these strategies that'll have you trending faster than you can say "hashtag challenge."

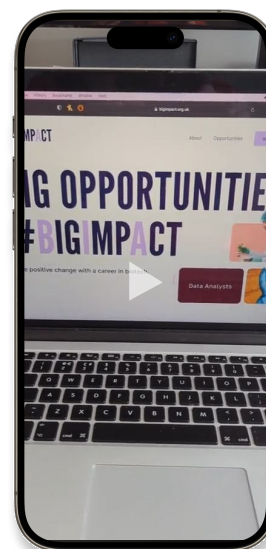
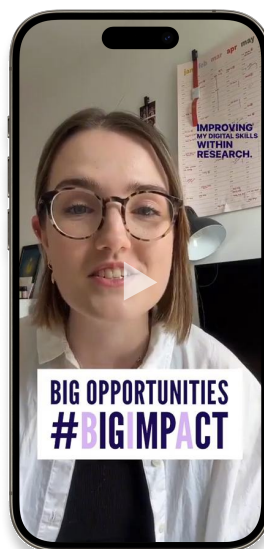
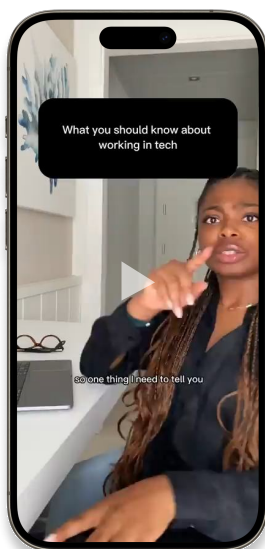
- **Partner with TikTok influencers:** Collaborate with relevant TikTok creators on sponsored content or challenges that showcase your product in an engaging way.
- **Jump on trending sounds:** Create engaging content using trending sounds and challenges, incorporating your brand message authentically.
- **Launch a #Hashtag challenge:** Encourage users to create their own content using your branded hashtag, fostering user-generated content and organic reach.
- **Run TikTok ads:** Utilise targeted TikTok ads to reach your ideal audience and generate excitement.


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Bonus template: Here are some specific prompts for a TikTok campaign to jumpstart your creative juices:

- **Trend-based:** "Can [Your Product] help me nail the [Trending Challenge]?"
- **Problem-solution:** "Struggling with [Problem]? Watch how [Your Product] saves the day!"
- **Product feature:** "Unlocking the hidden gem of [Your Product]: [Feature Name]."
- **User-generated:** "Show us how you use [Your Product] with #YourHashtagChallenge!"
- **Behind-the-scenes:** "Ever wondered how [Your Product] is made? Take a peek!"


Final tip before the premiere check: New to TikTok? Meltwater is your secret weapon, because it offers trend analysis, influencer intel, and brand rep monitoring. Ditch the guesswork and conquer TikTok with confidence!





Two Weeks Before Ignition: Check Your Rocket Pack, It's Go Time!

Strap yourself in, marketers, because release day is almost here. Let's do a final pre-flight check to ensure a smooth and spectacular lift-off. Remember, this checklist is your fuel gauge, so that you can make sure every element is primed for success.



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- ✓ **Clear messaging:** Ensure that, from the very first interaction with your website, users can easily understand the benefits they will gain by partnering with your business.
- ✓ **Content check-up:** Double-check all information is accurate, up-to-date, and error-free – typos are like gremlins!
- ✓ **SEO optimization:** Are relevant keywords strategically placed in your content, titles, and meta descriptions to attract organic visitors? Think of them as search beacons guiding people to your release party.
- ✓ **Visual appeal:** Ensure high-quality images and videos are professional, appealing, and optimised for size and speed. Remember, first impressions matter, so make your visuals shine brightly.
- ✓ **Clear navigation:** Is navigation on your website clear, intuitive, and user-friendly? Don't let visitors get lost in a maze – guide them effortlessly to the launch button.
- ✓ **Compelling CTAs:** Are your action buttons prominent, clear, and functioning flawlessly? Think of them as your launchpad controls – they need to be easy to use and ready to propel visitors towards your product.
- ✓ **Targeted landing pages:** Have you optimized landing pages for specific campaigns with relevant messaging and lead capture forms? These are your mission-critical outposts, so make sure they convert visitors like a charm.
- ✓ **Easy contact:** Ensure your contact information is easily accessible (phone, email, support form) – you don't want potential customers drifting off into the ether!

Social Media:

- Engaged presence:** Are you active on the platforms your target audience uses the most? Think of them as your social hubs, where you can build anticipation for your big day.
- Polished profiles:** Do your profiles have compelling bios, high-quality images, and consistent branding? They are your digital storefront, so make a stellar first impression.
- Content calendar countdown:** Have you scheduled a content calendar with engaging posts, teasers, and relevant industry content? Keep the campaign hype alive with a steady stream of social energy.
- Community building:** Are you responding to comments and messages promptly and actively engaging with your followers? Building relationships is key, so be the friendly face waving from headquarters.
- Targeted promotion:** Consider paid ads to reach a wider audience pre-release. Think of them as additional boosters, ones that expand your reach and ignite excitement.

Email Marketing:

- List growth:** Do you have active opt-in forms on your website and other platforms to grow your email list? The bigger the list, the bigger the feature introduction party!
- Personalised segments:** Have you segmented your audience based on interests and demographics for targeted campaigns? Treat each subscriber like a unique individual with specific needs and desires.
- Welcome wagon:** Do you have an automated welcome email series introducing your brand and product? Make new subscribers feel welcome and excited for the journey ahead.
- Nurturing content:** Are you sending out valuable content like updates, tips, and sneak peeks to keep your leads engaged? Keep them informed and excited throughout the campaign development phase.
- Data-driven optimisation:** Are you A/B testing subject lines, content, and visuals to improve your email performance? Remember, data is your control centre, so use it to optimize your campaigns for maximum impact.

Other Marketing Materials:

- Press kit (optional):** Have you prepared an up-to-date press kit with company information, product details, visuals, and press releases? By being armed with a press kit, you will be ready to fuel positive press coverage.
- Blog blast-off:** Have you published informative and engaging blog posts that demonstrate your expertise and build anticipation?
- Lead magnets:** Do you offer valuable downloadable content like ebooks or white papers in exchange for lead capture? These will help attract and nurture potential customers.
- Customer success stories:** Do you showcase real-world successes and user satisfaction through case studies or testimonials? These are your social proof rockets, building trust and credibility.
- Engaging visuals:** Have you created eye-catching infographics or videos summarizing key information and product benefits? Think of them as visual spaceships, carrying your message across the marketing landscape.

Boring doesn't sell

Craft Marketing Strategy your Audience Can't Ignore

Congratulations! You've mastered the art of influencer outreach, built pre-debut buzz, and are ready to launch your fintech campaign. But, remember, the journey doesn't end here.

Now, the question remains:

Are you ready to take your marketing from good to phenomenal?

Whether you're a seasoned pro or just starting out, Rhapsody's team of experts will enhance your marketing by:

- **Crafting a personalized marketing strategy:** We tackle your unique customer acquisition challenges, increase qualified leads and boost customer acquisition.
- **Developing engaging campaigns:** We meticulously craft attention-grabbing, engaging campaigns to ensure impactful outcomes.



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Ready to create a fintech campaigns that converts?

Click [here](#) to schedule a free consultation worth \$500.

This offer is limited to the first 50 readers only.



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