

Build a Culture of High-Quality Fintech Content



GENUINE

5 Steps to Great Fintech Content

1. Assess Production Capacity

Consider team size, workload, and individual expertise when assessing your production capabilities.



Managing workflow is a worry for **62%** of companies.

2. Prioritize Content Depth

Give detailed solutions to customers' problems, before turning to word counts and formats.

Be more detailed than competitors. Only 15% of fintech blogs have at least one article of more than 2000 words.



Plan your message before picking your format.

3. Make A Distribution Plan

Spend more time distributing your content than creating it. But you'll need a repeatable way to distribute your content every single time.

Consider newsletters, social channels, trade associations, experts, and influencers.



80% of financial brands distribute their content on LinkedIn.

4. Show Thought Leadership

Most buyers consume thought leadership to make better decisions, evaluate expertise, and find best practices.



Include both outside perspectives and your internal expertise to earn trust.

55% of buyers will move on if a thought leadership piece bores them in the first minute.

5. Repurpose Content

Turn eBooks into a series of articles. Conferences and webinars can be turned into thought leadership pieces. And use listicles to create infographics.



Talk to Us About Content Creation for Your Fintech.