



GUIDE FOR BROKERS

MARKETING TIPS



MARKETING TIPS

You have registered your company and completed all formalities to become a forex broker. You have found a trusted technology provider who prepared a trading platform tailored to your needs and made sure that your clients have access to convenient and effective payment methods, taking into account the specificity of your license. You are ready to start your forex business in the offshore jurisdiction. The only thing you still need is customers.

This guide presents the universal principles of promoting online business that every startup forex broker should apply to attract customers and ensure their loyalty.

Since the forex and cryptocurrency market has long been struggling with the problem of scams, new restrictions are being introduced which limit the possibilities of promoting brokers without a Forex license¹. Such restrictions have been introduced by, among others, Facebook and Google, which have been the most effective media in reaching retail customers so far.

TRANSPARENCY IS THE KEY

Trust is the basis of any business, especially in the financial industry. Simply put, if someone is to entrust you with their funds, he must be sure that you are not a fraud. Make sure you provide all relevant information about your business so that everyone can verify it.

Create a digital card

You operate in a digital environment, so in addition to the trading platform itself, also create a professional website for your broker.

- Write who you are, add your company details and contact form
- Introduce the team you are working with
- Present your offer and available instruments
- Describe the trading platform you offer
- Describe key features and advantages e.g. *PWA technology that makes all information & settings synchronize across all devices in real-time... something that will make you stand out from others*²
- Add logos and links to the pages of the partners you work with
- Add educational content like market analysis or/and trading guides
- Add visible and outstanding OPEN ACCOUNT button

Ask your technology provider to place your logo and URL on his platform - if you choose your partner wisely this can have a huge impact on your credibility.

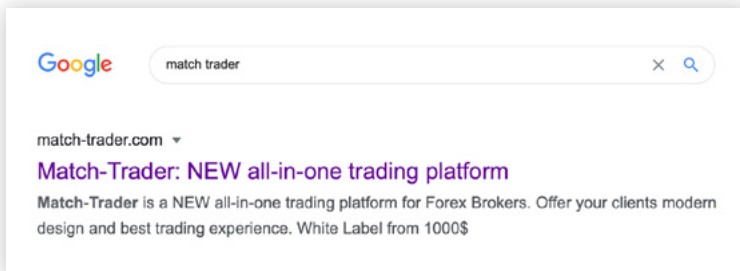
¹ Remember that standard methods like card payments, bank transfers or popular e-wallets (e.g. PayPal) won't work for brokers using offshore licenses due to industry regulations. It's best to look for an all-in-one trading system integrated with PSP aggregator.

² Ask your technology provider to give you marketing materials (description of the platform, key features, video tutorial) everything that will help your clients choose the right platform for them.

Maximize the organic traffic

To make sure that your website can be found in the most popular Search, Engines (Google, Yahoo, Yandex, Bing, DuckDuckGo) you must take care of the on-site SEO - search engine optimization on your website. Why is it so important? Because people who are researching forex brokers on their own are the most likely to become traders. They already decided they want to invest and they're just looking for the right place to do it. Those customers are also the most loyal.

- Make it user-friendly → simple layout, all information put in right order, clear headings.
- Test it on your friends and co-workers, simply ask them to open the account or find an information. It's the best way to check if your website works as it should.
- Implement stand-out buttons with clear call-to-action (CTA) →
- Attach various content (text, video, infographics, PDF) – Unique and educational containing keywords (e.g. effective forex strategies, best forex brokers)
- Consider and add keywords → use Google Keyword Planner, Ahrefs
- Make sure your website doesn't load too long. You can use [THIS TOOL BY GOOGLE](#) to check its loading time.
- Create it mobile friendly – as research shows almost 52% of web page views worldwide are performed on mobile devices.
- Add SEO descriptions and correctly mark the headings so that search engine bots quickly and efficiently index your site



You can use free SEO plugins:

- Yoast SEO
- SEMRush
- All in One SEO Pack
- SEOPress

STAND OUT ON THE MARKET

If you care about a custom-made website look for a comprehensive

Create your own brand and become recognizable for the investors. If you are serious about your business, you do not want to be just a name on the list of brokers in the app of a popular trading platform. Think about how you want to be perceived by customers. Choose a name for your Broker, think about the colours and logo that investors can recognise.

offer for startup brokers. Seek technology provider that will be a one-stop-shop and its offer will cover all of the aspects of starting a brokerage business. He will recommend a trusted partner, experienced in building websites for Forex Brokers. Furthermore - you will get a discount or a special package offer.

But a professional website does not have to be expensive and you

OPEN DEMO ACCOUNT

Example of the CTA button

PRO TIP!

People who are researching forex brokers on their own are the most likely to become traders. They already decided they want to invest and they're just looking for the right place to do it!

can create it yourself using free on-line tools like: WIX, webador, weebly, mailchimp.

Many website creators have a database of free graphics and photos, but if you want to make sure that your site won't be another common template and you want to give it a more personal look, find free graphic elements:

- Using a common license photos (Google) or free stock photos.
- Flaticon service.
- Use your own photos or graphics – just make sure they are high quality.

Also free generators will help create the graphic version of the logo: looka, turbologo, brandcrowd, freelogodesign.org, wix

You can also use services of a freelance graphic designer, who will prepare something more personalized for you for a small fee. You can find them here: fiverr.com, freelancer.com, upwork.com

If you have a Match-Trader White Label trading platform, remember that you can:

- Create the name of your brokerage - it doesn't have to be the same as your registered company name. Just make sure both names are featured in the "About us" section on your website.
- Add your logo to the platform and mobile app.
- Adjust platform colours to match your brand - all of the tabs, buttons, highlighted elements of hovers.

LET YOUR CUSTOMERS GET TO KNOW YOU PERSONALLY

Remember that there are people behind every business. Make sure that your potential customers will also be able to identify your identity in addition to your business news.

Take care of your professional profile on LinkedIn - a photo and employment history is a must. Remember that the people you are connected to are an important element of your credibility.

Be active. Discuss, add comments, photos from industry events, share materials - show people that you are an expert.

Add information about your business on yellow pages and fill your company business card on Google. It's free and has a significant impact on the credibility of your business.

- Find local yellow pages
- Add your company card on Google

Build your on-line presence

Try to put your FX Broker on the platforms publishing lists and rankings of forex brokers for example:

- topbrokers.com/offshore-forex-brokers
- fx-list.com/offshore-forex-brokers
- www.forex-ratings.com/forex-brokers

Comment on articles, create accounts on local on-line forums (remember about Reddit and Quora) and in groups where traders and your potential investors discuss.

Share your knowledge with people, offer practical tips, answer

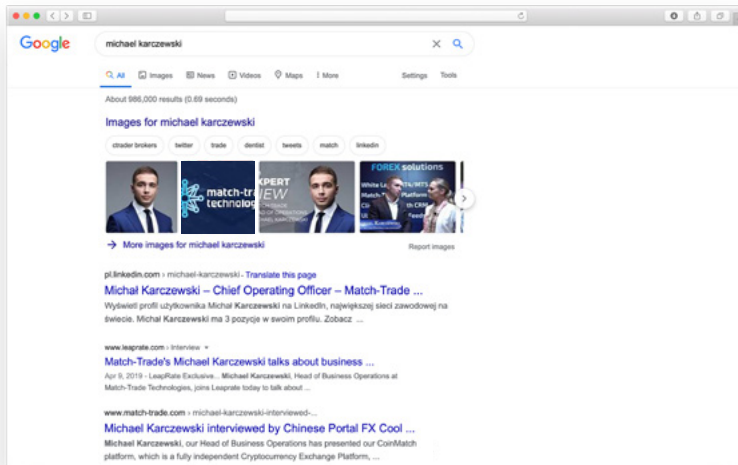
PRO TIP!

Not all trading platforms on the market offer the same branding possibilities. The most popular ones don't even allow your broker to have a different name than the one your business is registered under.

PRO TIP!

Don't be pushy. Copy-pasting the same information wherever it's possible will cause you to be blocked and in the worst case your domain will be added to the "black list of spam".

questions. You don't always need (nor can) to add link to your website, sometimes it's enough to sign with your own name. You can be sure that Google will help customers find you.



PRO TIP!

Create a Facebook fan page and LinkedIn profile for your broker or choose different Social Media platform that is popular in your region.

Social Media

Create a Facebook fan page and LinkedIn profile for your broker or choose different Social Media platform that is popular in your region:

- Remember to carefully fill all the information in the profile - this will affect the positioning of your broker on the internet.
- Send invitations to like/follow your fan page to friends and industry partners - be careful not to spam.
- Publish interesting information regularly - adding a video or PDF file will increase the organic reach of your post.
- Share industry partners' posts.
- Add # (hashtag) to posts to facilitate a content search.
- Mark @ (mention) colleagues and industry media in your posts → this will significantly increase reach.
- Remember that it is the quality of the posts that counts, not the quantity.

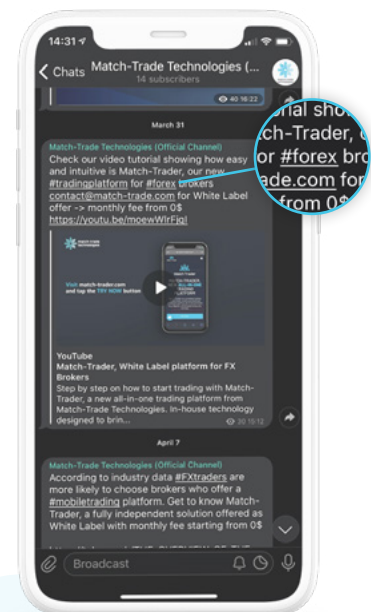
Establish cooperation with influencers

Every blogger constantly needs content and valuable offers that will make their blog more attractive to readers. Contact an influencer, someone who's blog you read. Ask him to become your affiliate partner and promote your offer. This way, the blogger will get a fee for each trader who creates an account with you. Also, add your offer to on-line affiliate programs so others can find you.

Prepare the affiliate program for IBs

Add a tab to your website where you can describe the detailed rules of cooperation and remuneration. Place your offer on affiliate portals.

Remember that there is a lot of competition among brokers. That is why you must propose solutions that will attract as much IB to you as possible.



Hashtag usage in Match-Trade Technologies Telegram feed

PRO TIP!

Remember that nothing disappears on the internet. Take care of customer satisfaction and your image. Try to solve all problems without delay. Bad reviews on the internet can ruin all your effort.

PRO TIP!

Remember that journalists want to provide readers with current and interesting information so they can use your hint!

What can influence the IB's decision?

- Automatic registration for IBs, Sub-IBs and Clients
- Individual referral links for IBs
- Multilevel commission structures
- Automatic commission calculation
- IB Portal for IBs

Share your knowledge

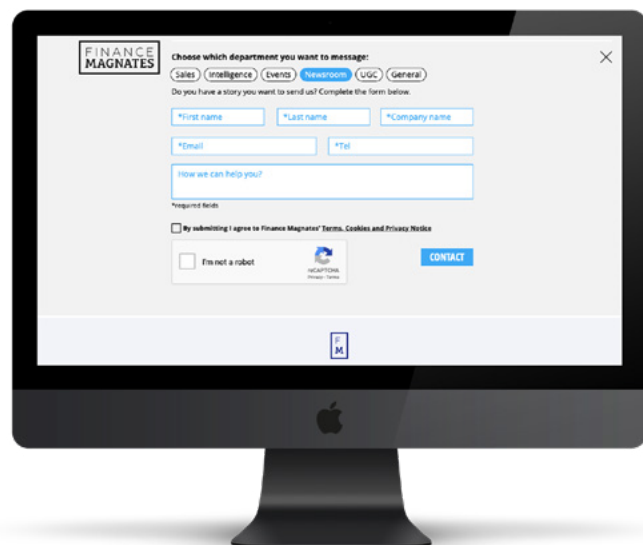
Create a section with educational content on your website or treat your blog as an additional landing page, through which you will direct traffic to your broker's website. If you have an additional marketing budget and will publish valuable content on your blog, you can target paid traffic from Google search or social media. Remember, however, that this will not be traffic directly to your broker's website, but only an additional opportunity to acquire potential leads interested in forex trading.

Let others write about you - DIY PR

Start locally. Contact your local industry portal/ media and inform them that you have started a NEW Forex Broker - you have a good chance that they will publish this information in their news

Think about what industry (local and other) media you read yourself. Make a list of smaller and larger websites. On each of them, you will find the editorial contact or a form that allows you to send information or ideas for an article. Remember that journalists want to provide readers with current and interesting information so they can use your hint. **Submit your article suggestion** - this will facilitate journalists' work. However, don't expect a large industry portal to write that there's a new startup brokerage.

Offer a comment on current events or educational content. Even when just quoted → "... " - said John Dow, COO of MADEup broker → it can be a great way to promote yourself.



Submission form from financemagnates.com

HOW TO PROVIDE THE BEST CUSTOMER SERVICE

Use the CRM solution to automate all of your onboarding and payment processes in one place to speed them up.

Make sure your system sends you notifications whenever a client sends you a request (or when any action that requires your reaction occurs)

- Automatic e-mail / SMS notifications

Automatic registration to open an account - let investor set own password and enter the platform immediately

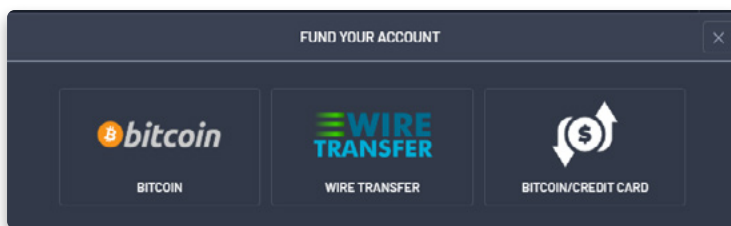
- Automatic registration

Allow investors to manage the account on their own:

- Confirm identity - automatic KYC
- Open new account
- Transfer funds between accounts

Allow one-click deposits and withdrawal requests straight from your trading platform

- Automatic deposits/withdrawals



Screenshot from Match-Trader platform

Choose a Client Office / Trader Room with built-in Crypto payments. It will automate collecting and exchanging cryptocurrencies and allows deposits straight to a trading account.

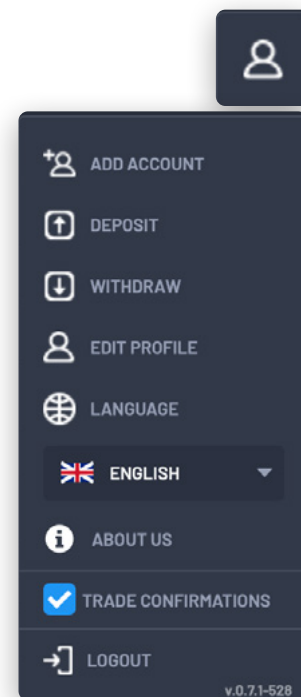
- Built-in crypto payments

Find a Risk Management system that gives you all information needed to effectively control your portfolio and manage your risk exposure.

- Integrated RMS

PRO TIP!

Save this checklist of good practices handy to know what features your future technology provider should offer and what additional apps you should take into consideration.



Match-Trader Platform account management options

This guide was prepared by Match-Trade Technologies Marketing Department in cooperation with Sales Representatives. For more informations and guides visit match-trade.com or message us at contact@match-trade.com.

Copyright © 2020, Match-Trade Technologies LLC. All rights reserved.

MATCH-TRADE TECHNOLOGIES LLC

Address: 2372 Morse Avenue, Irvine,
CA 92614 United States
Phone: +1 949 407 7046
Email: contact@match-trade.com
Skype: match-trade
Telegram: MatchTrade
WeChat: Match-Trade

BUSINESS OPERATIONS OFFICE

Address: Królewska 18, 5th floor,
00-103 Warsaw Poland
Phone: +48 780 167 845
Email: mkarczewski@match-trade.com
Whatsapp: +48 530 540 091

SUPPORT OFFICE IN INDIA

Address: No.150/1, Infantry Road,
Bengaluru, 560001,
Karnataka, India
Phone: +91 9692 808 809
Email: india@match-trade.com
Skype: India Match-Trade
Whatsapp: +91 9692 808 809

SUPPORT OFFICE IN MALAYSIA

Address: L-07-01, Level 7, Block L Solaris
Mont Kiara No.2, Kuala Lumpur
Phone: +6 016 786 6000
Email: nizwan@match-trade.com
Skype: nizwanshah
Whatsapp: +6 016 786 6000

CYPRUS OFFICE

Address: Office No. 303, floor 3rd at
PALEMA BUSINESS CENTER, 15,
Nafpliou street, 3025,
Limassol, Cyprus
Phone: +357 99131189
Email: skulikova@match-trade.com



match-trade
technologies