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Content Marketing in FinTech Companies

Bachelor's thesis

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Declaration:

I declare that I wrote the bachelor's thesis on my own, using only the listed bibliography.

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ANNOTATION

Title: Content Marketing in FinTech Companies

This bachelor thesis aims to analyze online content marketing strategies adopted by some of the worldwide top FinTech companies. The study is breaking down into two main parts. The first part provides general theoretical knowledge on digital marketing and content marketing, the evolvement of FinTech, and content marketing implemented in FinTech companies including strategy developments and current challenges. In the practical part, we perform qualitative analyses on actual contents used on the websites of nine chosen researched FinTech companies, which specialize in various areas of FinTech, to understand the purposes and benefits of those contents. The study will be concluded with the discussion of the results, comparisons with similar studies, study limitations, and future possibilities of content marketing research.

Key words Content, Content marketing, Content marketing strategy, Digital marketing, FinTech companies, FinTech content marketing

ANOTACE

Nazev: Obsahový Marketing v FinTech Společnostech

Bakalářská práce analyzuje online marketingové obsahové strategie používané vybranými světovými FinTech společnostmi. Práce je rozdělena do dvou hlavních částí. První část poskytuje teoretické znalosti o digitálním marketingu a obsahovém marketingu obecně, vývoji FinTech a obsahový marketing implementovaný ve společnostech FinTech, včetně vývoje strategií a současných výzev. V praktické části jsou provedeny kvalitativní analýzy reálného obsahu používaného na webových stránkách devíti zkoumaných společností FinTech. Prezentovaný vzorek firem se specializuje na různé oblasti FinTech, tak aby byl ilustrován účel a výhody aplikovaného obsahového marketingu. Práce je zakončena diskusí o výsledcích, porovnáním s podobnými studiemi, limity výzkumu a budoucími možnostmi výzkumu obsahového marketingu.

Klíčová slova Obsah, Obsahový marketing, Obsahová marketingová strategie, Digitální marketing, FinTech společnosti, FinTech obsahový marketing

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1. INTRODUCTION

The massive growth of internet, innovations, and technologies have tremendously and gradually contributed to the development of a so-called “FinTech” or “Financial Technology”. FinTech links together finance and technology, referring to the innovative technology that helps facilitate and improve the process of utilizing and delivering financial services, or to put it simply, It is the technology that introduces financial solutions (Kagan, 2019 & Arner, Barberis, & Buckley, 2015). Thanks to the technology advancement, FinTech solutions are nowadays explosively expanding and helping businesses and individuals to enhance their financial solutions by using advanced software and algorithms that are commonly used on computers and mobile devices. The gradual revolution of Fintech keeps going as according to global FinTech Adoption Index from 2019, there are sixty-four percent of consumers adopting FinTech services, increasing from only sixteen percent in 2015.

Along with the growth of FinTech industry, dealing with raising FinTech awareness and building customer trusts have become incredibly challenging for FinTech companies these days (Admin, 2019). Although with a ton of marketing tools available these days, choosing a right channel to go with is important. The limited FinTech knowledge of customers prove that we are living in a modern era where sufficient information is undeniably needed, and businesses need to find ways to provide the right and on-time information to their target groups. Delivering information to prospective customers using various forms of contents and having those contents distributed across platforms has never been more crucial. The significance of content marketing strategy is recognised by content marketers as a crucial element of marketing plan as it helps connect a brand with the potential customers, build a strong lasting relationship with them, raise brand awareness, and generate higher website traffics, leads, and sales (Santos, 2018; Riserbato, 2021; Murphy, 2021; Baltes, 2015). As the market changes from times to times, the marketers update their content marketing strategies to make sure that published contents correspond with new trends and optimally serve the right objective of the business (Araminta, 2020).

Thanks to the enormous availability to use the internet today, using online platform for marketing purpose allows many businesses to embrace a huge benefit. According to Statista (2020), approximately, more than four billion people in the world (fifty-nine percent of world

population) are considered as active internet users followed by China, India and the United States are ranked the highest (Clement, 2020). As a consequence, we see the growing statistical number of eCommerce and FinTech adoption services, for example, in mobile banking and mobile payments (Shama, 2016). Digital marketing provides a worldwide, convenient, and costless platform, comparing to traditional marketing, while playing such an important role in connecting between Fintech companies as well as Fin-tech start-ups to their targeted customers. With various forms of content marketing, the marketers can choose the most appropriate content marketing formats and techniques, which address the need of their respective target customers and the goals of the companies, to adopt (Vinerean, 2017).

The purpose of this study is to find out how some of the top FinTech companies in the world incorporate content marketing into their businesses in order to gain their customers' trust, build a strong customer relationship, and increase their brand equity on such a competitive and innovative market.

2. OBJECTIVE

The objective of this bachelor thesis is to identify the practices of content marketing in some of the world top FinTech companies in order to build long-term customer relationships, generate higher revenues, and increase the brand awareness on an innovative, competitive, and financial technology- based market. It is important to note that this study focus mainly on online rather than offline content marketing, considering “Website” of the companies as the main platform for the implementation of content marketing.

In order to achieve this objective, we are going to examine the following steps:

- understand digital marketing in general
- understand content marketing in general, its relationship with digital marketing, its characteristic and strategies, and its benefits for an organization
- understand the evolution of FinTech, examine an overview of today’s FinTech industry, FinTech users, the characteristics of content marketing of some top Fintech companies, followed up by examples of their good practices of content marketing.

3. LITERATURE REVIEW

3.1 Digital marketing

With internet being used by more than four billion people worldwide (Statista, 2020), the marketers cannot deny the fact that using online platform to present their products and services is one of the most crucial methods and opportunities that allow them to better enhance their brand equity, reach out to more prospective customers, promote the products in a bigger and costless platform, and, most importantly, track customer's buying process and the business' development and performances, which help the business owners make a better decision. Along with the rapid development of technology, the digital devices are now at everyone's hand. People make a new order from different places around the world, look for a product online on various shopping websites, make an online payment on their devices, and even run an online business.

As the traditional communication marketing strategies have limited the opportunity for business to expose itself to the customers, many companies are looking to adopt more of digital marketing (Baltes, 2015). Therefore, the term "digital marketing" comes in such a broad picture since it covers a huge range of activities, tactics or strategies, and tools; to put it simply, digital marketing is the way of using internet, digital devices, online social platforms, search engines, email and other possible digital channels to engage with the targeted audiences and deliver them the information about product and services, or even simpler, it is a marketing that involves the use of digital devices and internet (Barone, 2020 & Alexander 2020). The emergence of digital marketing has come along with the numerous channels that are used by all size of businesses to reach their customers. Many marketing tools, models, and strategies are implemented. One of the most important indicators being used to measure the business performance is known as KPIs (key performance indicators).

3.1.1. Key Performance Indicators (KPIs)

Key Performance Indicators or "KPIs" is a tool used to measure the success of business in reaching its long-term targeted goals. Using Key Performance Indicators (KPIs) helps a company keep their eyes constantly on the business performance and its results especially concerning revenue and profit generating matters (Vapulus, 2018). We may determine Key Performance Indicators (KPIs) by looking at different indicators such as the number of sales generated, the

customer's satisfaction, the returning customer rate, and damaging goods rate. Different type of business determined their Key Performance Indicators (KPIs) by looking at different factors or tools. As an example, the financial KPIs that a Fintech company can use, according to Vapulus (2018), could be Operating Cash flow (OCF) which indicates the total amount of money that is generated by the daily business operations; this financial metrics demonstrates whether an organization can sustain a positive growth cash flow or require external financing to cover all expenses. A gross profit margin tool can be another great and important KPIs used to measure the financial stability of a business after excluding the cost of goods sold from total sales. Many other indicators are also popularly used, and we are going to discuss them later in the thesis.

In simple terms, KPIs is known as a metric used by companies to determine the factors that help guarantee the business' success (Eriksson, 2015). Here are the two types of KPIs according to a Google head specialist, Johan Eriksson (2015):

- **Output KPIs** - refers to the final result of what the business has implemented. They could be brand awareness or repeated purchasing rates.
- **In-process KPIs** - are what the business has planned to implement in order to reach a set goal. It can be trying to reach out to a specific number of targeted audiences with purpose of, for example, raising our brand awareness. In case the strategy do not go well, it is important to find out the causes of what goes wrong and search for a solution.

The head of specialist of Google Sweden, Johan Eriksson, also came up with a study of KPIs framework in relation to a so-called "See-Think-Do-Care" Model.

3.1.2. See-Think-Do-Care Model (STDC)

A marketing model See-Think-Do-Care (STDC), which can apply to all types of marketing regardless of channels, was first introduced by Avinash Kaushik (2015), a digital marketing evangelist at Google. The model indicates how a buyer process looks like. These four stages create a so called "See-Think-Do-Care framework." Each of them tells gradually specific processes and customers' intentions and the level of their interests on the products and services in each process; thus, the model helps businesses view the customers' whole buying and deciding process from customers' perspectives. Therefore, a marketer can construct a better

planning and marketing strategies. According to Kaushik (2015), "The goal is to optimize See and Think in order to maximize Do."

The model is explained by Kaushik (2015) and Signalfox (2019) as following:

- **See:** is the first stage of consumer's buying process that indicates the customers' first encounter with the products and services; therefore, the main goal in this stage is to attract them. Although they might not be buying the products or services now, they could be buying in the future. The type of customer that belongs to this cluster is named as LAQA (Largest Addressable Qualified Audience).
- **Think:** is the second stage when the customers start collecting and looking up the information about the products and services, comparing them to their other alternative choices before making decisions to buy. The main objective in this stage is to raise their awareness of the products and services and provide them applicable information that could assist them in making purchasing decision. The customers that belong to this cluster are so-called LAQA (Largest Addressable Qualified Audience) with mild commercial intent.
- **Do:** was considered an audience intent cluster which most marketers directed to and focused on (Kaushik, 2015). What we target in this stage is to encourage the customers to choose our products while making all necessary the information accessible for them. The type of customer that belongs to this cluster is known as LAQA (Largest Addressable Qualified Audience) with huge commercial intent and is ready to purchase.
- **Care:** is a last stage when the products and services are sold and the customers are capable of giving feedback. The people included in this cluster can be a multi-purchaser or those with long-term contract or engagement with the company. Therefore, the key objective here is to try to observe the affection of different customer groups and make them come back again; thus, increasing the number of transactions and loyal customers. The customers in this cluster are current customers who we want them to be Repeat customers.

The relationship between STDC and KPIs

In relation to consumers buying process representing by STDC model, KPIs can be divided into two types: In-process KPI and Output KPI. Output KPIs are the ultimate goal or result that we want to achieve at each stages of See- Think- Do- Care model while In-process KPIs refer to what we are planning to do to achieve that goals (Eriksson, 2020).

In-process KPI	Output KPI
SEE	
<p>Reach: the process of reaching the targeted audiences and make them realize the existence of the business and what it offers.</p> <p>Share of voice (SoV): the higher rate of the competition is, the higher rate of reached people is needed. With lower business's competition, the brand has higher chance to reach out more people.</p>	<p>Awareness: the main goal that a company wants to achieve is to raise people's awareness of the brands. The output can be defined in term of percentage.</p>
THINK	
<p>Reach of people showing some commercial intent: list down all the tools that are used to measure the commercial intent and have them written down. There are a lot of tools that can be used such as the number of people who click on our ads, visit the website, watch the video ads, open and click on the link in email, or even download the apps.</p>	<p>Brand search: as we are trying to reach those with mild commercial intent, we expect them to focus on and search for us, learn more about us and consider our products and services.</p>
DO	
<p>Reach people showing lots of commercial intent: people in this group already have sufficient information about the products and services than they are in Think stage. They</p>	<p>KPI(s) committed: a business owner may decide on what the main financial KPI for the business is. Some businesses have multiple owners, so they will need to make a shared-</p>

<p>have known our business and, might as well, are well aware of our competitors, and are making purchasing decision. However, a business owner, just like in Think stage, has to define specific tools that can be used to indicate how many audiences have been categorized into this category. Reaching people in this group is the closest step to encourage them to take a purchasing action.</p>	<p>decision. All the strategies used in the whole customer's buying process aims at leading the business to optimize what it has defined as the most financial KPI.</p>
<p>CARE</p>	
<p>Reach among your existing customers: use CRM (Customer Relationship Management) or other customer-related tools to approach the existing customers. In this stage, the marketer might want to get some feedbacks from them, remind them, or get them back to the store.</p>	<p>Repeat purchase rate: define a specific repeat purchase rate to achieve. In this way, we have a better plan and measurement to track how many of our existing customers are really coming to make another purchase and compare to see if the actual number corresponds to our plan.</p>

Source: Eriksson (2015)

3.1.3. Digital marketing channels

As the use of traditional marketing has become more limited due to the emergence of digital technologies, more businesses have been opting for digital marketing after acknowledging a huge opportunity deriving from them (Baltes, 2015). While traditional marketing involves mainly the distribution of brand awareness to audiences using traditional channels such as newspapers, magazines, billboards, posters, broadcasting on TV or radio, direct mail, text message, and window display, digital marketing, on the other hand, uses digital channels including website marketing, Pay-Per-Click (PPC) advertising, email marketing, content marketing, social media marketing, affiliate marketing, video marketing, and SEM (search engine marketing) to reach the targeted group of people (Barone, 2020 & Bailey, 2020). The following are various types of digital marketing:

Website marketing: A good structured website gives the audience a good impression of a business. According to Barone (2020), not only it represents a brand, but website is also a powerful platform for marketing purpose. Additionally, the website's accessibility, speed, design, contents, and how it works on different devices are crucial factor that determine the intention of customers to learn more about the company (Barone, 2020).

Email marketing: Along with numerous of digital marketing channels, the research points out the important of email marketing as it remains one of the most effective digital channels with higher ROI, comparing with other digital marketing choices. Email marketing is a power tool that allows business to keep connecting with their prospective audiences, who have subscribed and agreed to receive updates about the business as they want to hear more about the brand (Dunning, 2020). The information in the email can be about new updates such as new products arrival, discounts, rewarding coupons, events, or directing message that lead customers to check the company's website. Different types of email marketing the business use include follow-up emails, greeting and welcoming emails, newsletters of blog subscription, special promotions for holiday or specific seasons or events, or giving tips emails (Dunning, 2019 & Alexander, 2020).

Content marketing: The creating a specific content to reach a specific group of potential customers. Marketers use content marketing to enhance the brand name, drive more traffic to the business's sites, reach the target customers, and build a strong relationship with them; additionally, content marketing can be distributed in different forms such as blog writing, social media posts, online courses, podcasts, eBooks, webinars, infographics, and interview (Alexander, 2020 & Dunning, 2020 & Barone, 2020 & Freya, 2020).

Social media marketing: Social media is a very powerful platform that enables businesses to run a successful marketing campaign through the strengthening of the brand awareness, creating social trust, building a good relationship with customers, and increasing sales (Gotter, 2020 & Barone, 2020). Social media platforms that are popularly used for marketing purposes are Facebook, Instagram, LinkedIn, Twitter, Snapchat, and even Pinterest (Alexander, 2020 & Dunning, 2020). One interesting example can be found in Kleiner Perkins's report (2018) which stated that around seventy-eight percent of Americans buyer often looks for new products to buy

on Facebook's newsfeeds, pages, and groups, and forty-four percent bought products online immediately after seeing them on social media. Additionally, social media stories, organic posts (on social media platform), and social media advertising are among the main tools that any business with online involvement should take into consideration (Dunning 2020).

- **Social media stories:** Snapchat, Facebook, Instagram and YouTube has introduced a special function for users to update "story," which automatically disappear after specific amount of time, usually twenty-four hours for Facebook and Instagram. With this function, the marketers can take load of advantages to promote their brand by, for example, inserting important links in their stories, adding location of shops, having influencers do the products review mentioning the brand on their stories, or using polls function for a quick survey. This function of updating stories help the business promoting the brand, increasing sales, keeping a good and constant connection with followers, and reaching new audiences (Dunning 2020).
- **Organic posts:** simply refer to social media posts without paid advertisements. The marketers can opt for this option, but in order to have a successful engagement with customers using organic posts, the marketers need to plan specific tasks such as creating schedule for posting specific content at the optimal times regularly, following 80/20 rule (80 percent of post are entertaining and educating based, 20 percent are about brand-promotion) (Dunning, 2020 & Hall, 2020). Moreover, the contents should be varies in forms (from videos to short articles or to reviews) from time to time (Dunning, 2020).
- **Social media advertising:** as an opposite to social media organic post, social media advertising refers to the advertisement the marketers has to pay for in order to let their business appear on social media platforms where the targeted audiences are presenting; the amount of payment varies depending on two main factors- chosen platforms for the ads to appear and the actions or tactics the marketers take (Dunning, 2020). Platforms, as mentioned above, refer to all social media platforms, for example, Instagram. Each platform may provide different possible functions such as the possibility to segment customers based on various characteristics or retargeting ads. The possible actions options to be paid for refer to PPC (Pay-Per-Click), PPV(Pay-Per-View), CPV (Cost-Per-View), or CPA (Cost-Per-Action) (Dunning, 2020 & Barone, 2020).

Affiliate marketing: a performance-based advertising where the third-party is rewarded an agreed percentage of commission for promoting others' products and services and generating sales for them. An affiliate refers to a third-party publisher that uses his own wide networks as a platform to promote the products and services for other's business; the person may use text or banner ads, or links attached somewhere on his websites that direct the websites' visitors to the business' commercial website, and in return for the work, when the visitors make the purchases, the firm or business pays the person a specific percentage of commission upon their agreement (Frankenfield, 2021 & Barone, 2020). According to Business Insider, affiliate marketing takes a fifteen percent share of e-commerce revenue (Frankenfield, 2021).

Video marketing: Platforms for video marketing include YouTube and social media (Facebook, Instagram, Snapchat, TikTok and others), and to have a successful video marketing campaign, the marketers stress on the use of SEO, integrating it with the video and other options of social media marketing (Barone, 2020 & Dunning, 2020). According to Video Marketing Engagement Statistics by WordStream (2021), eighty-seven percent of marketing video professional agrees that video brings positive ROI (McCormick, 2021). Nowadays, online marketers almost ninety percent are promoting their business through creating video content and have their revenue grown forty-nine percent faster than non-video marketers (McCormick, 2021). The most popular platform for video marketing is YouTube, consisting of over a billion users, which is almost one-third of worldwide internet users, and they watch over one billion hours of videos daily on YouTube, and over 500 million online users watch on Facebook (Barone, 2020 & WordStream, 2021). It is stated by Brouwer (2017) that sixty-four percent of people who watch branded social videos ending up making a real purchase. As the statistical numbers keep increasing, missing out the idea of having video for marketing will leave the business behind the competitors. It is also important for the marketers to pay attention on the accessibility of videos on mobile devices as more online users spend their time watching videos on mobile (McCormick, 2021).

Pay-Per-Click (PPC) advertising: According to Google Ads Help (2020), PPC is the amount to be charged from the marketer on the basis of the number of clicks on ads they had in Ads account. The use of paid ads to reach a desired group of audience is known as PPC advertising. The most common type of PPC is Google Ads. Google Ads allows the business's owner to pay

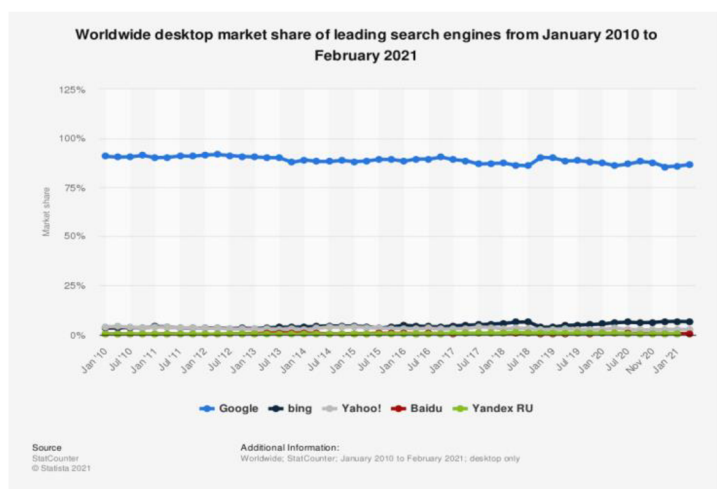
the publishers in order to let the business appear on the top slots of the google search’s results when the audiences are looking for a business like them or searching for terms similar or related to the business. Every time the ads are clicked, the business owner has to pay a bidding cost, known as CPC or “cost per click.”

- **Cost per click**, according to Google Ads Help, is bidding amount that the business is willing for pay for each ads clicked. How the Ads will appear depends largely on the amount the business pay to bid on specific keyword and how relevant the keyword is compare to what the audience are looking for.
- **Quality Score**: “Quality Score is an estimate of the quality of your ads, keywords, and landing pages. Higher quality ads can lead to lower prices and better ad positions” by Google Ads Help (2020).

Any business can set up PPC campaigns on various platforms such as Google search, Bing, LinkedIn, Twitter, Pinterest, or Facebook. Business use PPC advertising to increase more traffic to the site. Moreover, PPC advertising enables options for business to segment the specific group of customers they want to reach base on various categories such as their interests, geographical and demographical factors, which make it even easier for businesses to reach the people they want (Barone, 2020 & Alexander, 2020 & Freya, 2020).

3.1.4. Marketing optimization tools: SEM and SEO

According to Ryan and Jones (2009), search engines enhance the users experience of searching for the right contents that they need by offering the most relevant results to the keywords searched by the users, and due to a large number of websites on the search engine nowadays, it becomes harder for a company to have their websites shown up on the top of the searching results. The latest data from Statista collected until February 2021 reveals that Google dominates the largest share, eighty-six percent, of the global search engines market.



Source: Statista (2021)

Stated in a research study by Azinheiro (2017), tools such as Search Engine Marketing (SEM) and Search Engine Optimization (SEO) helps companies achieve a better result with web-positioning.

SEM (search engine marketing): the strategies that use paid advertisements (PPC) to appear on search engine, driving more visibilities and traffics to the websites. Since 2003, Sullivan, a founder of Search Engine Land at Google, has defined SEM as “the act of marketing a website via search engines, whether this be improving rank in organic listings, purchasing paid listings or a combination of these and other search engine-related activities,” meaning the term “SEM” also cover the optimization of organic posts, or SEO (Search Engine Optimization) and all the paid methods (Sullivan, 2010). Since 2003, he regards SEM as an umbrella term, defining as “a form of internet marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs),” (Sullivan, 2010). However, after years of the advancement in digital industry, the marketers are more likely to define SEM directly as the use of any type of paid advertisement tactics to obtain more visibilities on search engine while optimizing organic efforts fall separately under the category of SEO (Varagouli, 2020 & Wilhelme, 2019). In addition, Piñeiro-Otero and Martínez-Rolán (2016), in their study, has defined SEM as “a publicity system that offers users ads that are related to their search terms.” The two authors also stressed on the importance of selecting the right keywords because those keywords are linked to the website and need to be the most relevant to describe the business, if not done correctly, the business can encounter loss of money as having non-target customers clicking on the website and not making any purchases. The most popular platforms for SEM with PPC are Google ads and Bing ads that provide the business with the options to use different ads formats to connect with the targeted customers. For example, Google Ads has introduced many options of advertisement the company can opt for such as Search ads (text ads), Display Ads, Shopping Ads, Gmail Ads, Display Ads, and YouTube or Video Ads (Google Ads, 2020 & Varagouli, 2020).

SEO (Search Engine Optimization): in contrast to SEM, SEO involves no use of paid advertisements. SEO focuses on the constantly improvement of the quality of the website to make it appear on organic search engine results pages (SERPs). As reported by Jason Barnard,

“SEO is the art and science of persuading search engines such as Google, Bing, and Yahoo, to recommend your content to their users as the best solution to their problem” (Varagouli, 2020).

Four pillars of SEO: according to articles by SEMrush (2020), Backlinko (2020), and Neil Patel (2014), four pillars of SEO are simply explained as following:

- **On-page SEO:** the optimization of the website to allow the search engine to be able to identify what the content of business is about and the used keywords that the targeted audiences are searching for on different search engines. To optimize on-page SEO, a business can, for instance, add the keywords in its meta description, title tag, or image alt tags. On-page SEO should include the components as following (Wilhelme, 2019):
 - Optimized meta data (title tags, heading tags, and image ALT tag)
 - Well-customized page copy by keyword research
 - Enhancing the speed of the page
 - Less complicated and well-formatted page URLs with ideal keywords
 - Enable the content to social media sharing
- **Off-page SEO:** “This approach focuses on improving the trustworthiness and authority of a website in search engines' eyes and its users by connecting it to other high authority and relevant sites” (Varagouli, 2020). Off-page SEO, in opposition to On-page SEO, does not involve any direct touches or changes on the website. On the hand, off-page SEO requires a lot of structuring of backlinks toward the website to improve its ranking on the search engines. Based on different factors such as link building, time people spend on site, social sharing, on page optimization, and freshness of the contents, Google determines the usefulness, the quality, and position to rank the page or website on the search engine (Patel, 2014 & Varagouli, 2020).
- **Technical SEO:** the optimization of technical structure of the business website such as focusing on a constant development of website’s inserted data, speed, performance, or security on different devices include mobile.
- **Content:** the creation and optimization of business content to meet the targeted customer’s trend, interest, and satisfaction.

Since SEO focuses on optimizing the website on organic search engine, every time the website is clicked, unlike SEM, the marketers are not charged with any costs; however, applying SEO approach requires the marketers loads of extra efforts and patiences in order to improve the

number of organic traffics to the site and increase the ranking of the site in google search engine. In addition, the whole process to achieve the result is time-consuming since the marketer is not able to acquire immediate results (Backlinko, 2020 & Varagouli, 2020).

The main differences between SEM and SEO were also explained by Piñeiro-Otero and Martínez-Rolán (2016) and summarized by Azinheiro (2019) are shown in the table below.

SEO	SEM
Mid- and long-term results.	Immediate results.
Results are sustained for longer.	At the end of the campaign, the results are erased.
Organic results.	Paid results.
Results are always shown at the centre of the screen.	Results appear mainly on the screen top or sides.

Source: Azinheiro (2019)

3.2 Content marketing

3.2.1. Definition

Content marketing can be both offline and online; an offline content marketing (include offline outlets such as business cards or press release) have already existed for decades (McPheat, 2011& Baltes, 2015). In a research paper written by Loredana Baltes (2015), the stories of content marketing have existed since 1891, and in 1895, a magazine called *The Furrow* was launched by John Deere, who wrote about resolutions to help farmers increased their profits (Kuenn, 2013). “The content featured in *The Furrow* was educational, and it focused on teaching farmers how to be more fruitful business owners — a quintessential example of content marketing” (Kuenn, 2013). Later in early 1990s, the Michelin Guide was published for the first time by two brothers - André Michelin and Édouard; “This Guide, distributed for free to drivers, contained a lot of practical information on the use and repair of tires, the list of fuel depots, hotels, city maps, a list of mechanics (there was less than 600 for all France), etc” (Le Guide Michelin, 2009). Other related stories continued, and only until early 1996 that the term “content marketing” was first used during a journalist roundtable led by John, F Oppedahl (Baltes, 2015). Two years later, in 1998, a "director of online and content marketing" title at Netscape were given to Jerrell Jimerson (Baltes, 2015). The author Jeff Cannon, in 1999, defined that “In content marketing, content is created to provide consumers with the information they seek” (Gupta, 2015).

In the research journal by Holliman and Rowley (2014), the term *Content* was said to refer initially to publishing, which contains interesting words or graphic that urge people to delve for more sources such as newspaper, magazine, or radio. Nowadays, online content marketing is one of essential digital marketing components that focuses on the delivering a high-quality of content to the prospective group of customers through various digital channels for the purpose of generating more sales, promoting brand trustworthiness, and more importantly, developing a strong relationship with those targets. Various authors define content marketing in numerous ways as there is no universally recognized definition (Baltes, 2015).

According to Content Marketing Institute (2014), “Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.” Furthermore, in a study conducted by Gupta (2015), Content marketing was given definition as “any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers. This information can be presented in a variety of formats, including news, video, white papers, e-books, infographics, case studies, how-to guides, question and answer articles, photos, etc.”

Correspondingly, Järvinen and Taiminen (2016) describe content marketing in their book as “processes of creating and delivering content (i.e., text messages, pictures, videos, animations) to target customers in ways that add value and engages them in relationships with the company.”

On the top of that, Content marketing is differentiated from Copywriting, which refers to driving the targets to act particularly such as buying a specific product, and Product advertising, which focuses on increasing sales of a product or service (Baltes, 2015). As claimed by Barry Graubart, a content specialist, a company rather uses content marketing to position the brand. According to him, “When done effectively, content marketing is not done in direct support of a sales process, but rather by positioning a company or individual within a space” (Gupta, 2015).

A new concept of content marketing “Brand storytelling” was first introduced by Du Plessis (2015) along with his definition of Content marketing- “Content marketing is a strategic brand

storytelling technique aimed at changing consumers' inactive behavior through unobtrusive, engaging brand conversations in earned media.”

In a book “*Content Marketing*” written by the author McPheat (2011), he mentioned five pillars that would define content marketing in a clearer and further way; those are:

- **Editorial-based:** editorial contents, which are contents that convey valuable and relevant message, are supposed to be also “informative, educational, and/or entertaining.”
- **Marketing-backed:** Like a business aims to reach its goal, the same goes to contents. Out of each content published, there is a specific objective that marketer aim to achieve.
- **Behavior-driven:** contents aim to drive and influence the behavior of the readers or consumers, and to achieve this, the contents should be valuable and relevant.
- **Multi-platform:** a diverse form of content can be produced and shared across platforms.
- **Targeted:** to have a successful strategy, knowing the targets is the main driving factor.

When it comes to planning for successful digital marketing campaigns, having a high quality of content is one among the foremost priorities. Companies develop a content that is valuable, educational, and relevant that stay in line with the interest of the core audiences in order to gain their trust, and build brand loyalty and loyal customers (Baltes, 2015 & McPheat, 2011). Content marketing also plays a crucial role in connecting a business to its prospective audiences.

3.2.1. The relationship between content marketing and digital marketing

Content marketing and digital marketing are closely related and are usually combined and used together by companies. Content marketing falls under the umbrella of digital marketing, and it is the most significant key to a successful digital marketing campaign and one of the most selected online marketing strategies (Baltes, 2015 & Vinerean, 2017). As mentioned above, content marketing described as a type of digital marketing that focuses mainly on producing a high-quality content, which can be in forms of blog writing, infographics, podcasts, eBooks, interview, guides, and others, to attract the certain target groups of audiences, gaining their trust and building a strong relationship with them. On the other hand, digital marketing, as having mentioned in section 3.2, covers a broader scope, covering the rest of online marketing methods such as developing a website, using a Pay-Per-Click (PPC) advertising, launching social media

marketing such as running ads or promoting products on social media platforms, creating video ads for promoting the products, or using messages or email marketing to keep customers up-to-date with any new events. According to a Journal written by Vinerean (2017), content marketing has a close connection with social media marketing, one of digital marketing channels, as companies use various social platforms to distribute, circulate, and syndicate the contents to reach out to more audiences. Social media is now a facilitator of content marketing and a two-way communication platform although it was originally used for only product advertisement (Vinerean, 2017 & Kilgour, 2015).

3.2.2. Characteristic of content marketing: In Rowley's business-to-business framework research (2014), the characteristics of content marketing, which could as well apply to B2C marketing framework, are divided into three main types:

- **Not-Paid for:** content designed by the marketers to engage and improve the relationship with customers, raising brand awareness and increase sales.
- **Paid-for:** with the same purposes as "Not-paid for" content marketing type, it also includes the adoption of digital contents to enlarge sales.
- **Social:** content produced by brand community members with the purpose to convey their messages, demonstrate their own opinion, and learn more about the business and other customers' experiences.

Evilsizer (2014) has recommended five essential characteristics of a successful content marketing as following:

- **Reaching target customers:** content marketing helps business build a strong connection with its targeted audiences. A great content draws more targets or are known as potential customers who are willing to try a product or service offered by the brand if they find the contents trustful, captivating, and answering to their needs.
- **Storytelling content:** Storytelling relays an important and a meaningful message that can be easily remembered and passed from one person to another, and thus, is considered an effective way of communication. Through the story, people often find themselves immerse in an inspiring life and the moral of the story, which they can reflect to their own life. In today world, storytelling has become a content marketing trend used by numbers of brands in both forms of B2B and B2C as a selling tool to reach out their

audiences and establish a durable relationship with them (Lasquite, 2021). According to Lasquite (2021), a content strategist, ninety-two percent of consumers want to see advertisement shown as a story; therefore, the brands should deliver linear and narrative contents.

“When a brand uses specific words or stories that resonate with a consumer, they can dig deeper into who they are as a consumer. By utilizing content marketing, brands can cater campaigns and stories around buying patterns and personalities” (Cohen, 2016)

- **Creating value, building trust and loyalty:** The content delivered should be relevant, intuitive, valuable, and entertaining. These features are keys to make a content become more likely to excite, attract, and benefits the audiences.
- **Establishing a comfortable conversation:** Instead of directly selling the products or services, creating a dialogue with customers by letting them express their own opinions, accepting their comments, and being open to give precise answer to their questions are the keys element toward the establishing of an honest, a strong, and trustful relationship with them.
- **Generating higher return:** while content marketing works on strengthening the business connection with customers, it should also help promote the brand, drive more site traffic, increase more CTA (call-to-action) clicks, and generate higher leads, which result in higher return.

3.2.3. Content Marketing Strategy

Content marketing strategy is an outline of the types of content that business is making and an outline of the business’s objectives, its targets, and its measuring strategies. Having content strategies keeps an organization working within a certain goal, having well-prepared contents, being able to modify the contents according to the content goals, different groups of targets, or updated feature of products, and reducing the complexities during contents development process (Araminta, 2020). Having strategy is as important as having high-quality contents, and as said by Araminta (2020) “Investors know that a company without a marketing strategy is no-go.” A new rule of marketing as mentioned in a book *Content Marketing* by McPheat (2011) denotes to the rule in the current area of modern technology; the new rule involves the efforts of the companies to connect and reach the individual consumers using all the various available tools rather than

just delivering message to a general public through press release, which was back then a focus of an old rule of marketing. How to exploit all tools and reach out to the customers with a right message is what content marketing strategy deals with (McPheat,2011).

3.2.3.1. Objective

According to what McPheat (2011) wrote in his book, Contents, regardless of their forms, should convey educational, informative, connecting, entertaining, and trustful messages with valuable and relevant information to the prospective customers.

Despite various content marketing forms adopted by each company, the most common objectives of content marketing are to enhance the brand equity, to build a trust-based relationship with audiences, to achieve more loyal customers, to reach out to new potential audiences, to testify new and creative business ideas, to fulfil specific needs of the targets, and to generate higher leads and customer conversions and upsell (Ionascu, 2015; Rose and Pullizzi, 2011). Gaining customer's trusts is among the primary driving factor to a successful content marketing (Pulizzi, 2012; Scott, 2011; Holliman and Rowley, 2014). Similarly, in his study, Gupta (2015) also stressed on the purpose of content marketing as to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior.” The ultimate goal of content marketing is known as to drive profitable customer action, and as a business, delivering the right message in a right time to the right audiences and provide them valuable contents to earn their trusts are what contribute the success of content marketing strategies (Gupta, 2015).

Based on the study conducted by Peppers and Rogers (2011), content marketing strategy that leads to develop and sustain a long-lasting trust of customer toward a business should contain fours main components:

- **Shared values with customers:** customers feel attached or exposed to a product or service when they find worth or values in consuming those goods (Evilsizer, 2014). Therefore, a business should provide as many possible targeted consumers with as much value of content as they can (Steimle, 2014).

- **Interrelation:** refers to mutually valuable relationship between business and customers. Companies use system like Customer Relationship Management (CRM) to better manage the customers and maintain a strong and long-lasting relationship with them. Hargrave (2019) describes CRM as the way an organization use to interconnect with its audiences, using different kind of practices, concepts or principles, especially technological systems such as CRM software, CRM Human Management and Artificial Intelligence, and CRM Cloud Solutions.
- **Quality communication:** Quality of communication requires trust, listen, care, follow-through as its key components (Stincelli, 2016). Once the customers can lay their trust on the brand, express their opinions, which will be later considered, toward a brand, receive the care, value, and respect from that brand, a quality communication between the business and customers is established (Stincelli, 2016).
- **Non-opportunistic behavior:** a good business-to-customer relationship can be shown in how both party share value, benefits, and respect with each other, rather than taking advantages from one another.

3.2.3.2. Content strategy

Strategy includes methods and directions that allow and guide a company to make the optimal use of the contents they produced. Generally, companies need to develop strategy for their contents because without them, the contents are almost meaningless (Araminta, 2020). From time to time, the content marketers have their strategies updated to catch up with the current market trend and business and customer growing size (Araminta, 2020). A B2B UK freelance content marketer, Dom Kent, said in his interview, “The best thing you can do is try to create the best version of content than you can do” (Araminta, 2021).

A study conducted by Vinerean (2017) highlighted the effectiveness and costless word of mouth and social media marketing in making contents go viral which could be done through publishing useful and positive contents or contents evolving high-arousal emotion as people are likely to share these kinds of contents which they think would be beneficial for others or positively influence others (Berger & Milkman, 2012).

According to Araminta at Mint studio (2020), a UK-based Content Marketing for FinTech team, and paper written by Baltes (2015) from University of Braşov on the topic of content marketing, the following are elements to consider developing when conducting content strategy:

Customer analysis

Getting to know the customers, learning more about them, and discovering their needs, interests, and preferences are the significant key elements for any businesses. Customer analysis is a study of customer purchasing's behavior based on various factors such as their background, demographical characteristics, geographical locations, preferred media networks or communication channels, goals and challenges, and interests or hobbies (Baltes, 2015 & Araminta, 2020).

“Buyer personas are semi-fictional representations of your ideal customers based on data and research. They help you focus your time on qualified prospects, guide product development to suit the needs of your target customers, and align all work across your organization (from marketing to sales to service” - Vaughan (2020).

The information obtained from Buyer personas is used by the marketers as a main tool to be well-informed of the prospective customers, so they can make a precise marketing decision such as what proper digital channels to work on, what form of content marketing to develop in each selling point, and what message to convey in each stage. More importantly, a detail buyer persona allows the marketers to see themselves from a customer's perspective and observe the whole buying process of a customer.

Content competitive analysis

Content competitive analysis is known as a method used to compare the quality and effectiveness of a company's contents with its competitors' in the same industry. A crowded industry requires a louder and unique voice and strong competitive advantages to stand out. The content competitive analysis can include numerous observations in the elements of contents designed by competitors such as the writing styles, the way of conveying the message, the tone of voice, the bullets or spelling errors, the graphics or infographics, the topics they cover, the engagement they have, and even their strengths, weaknesses and opportunities by conducting SWOT analyses. Content competitive analysis allows a marketer to access what points it or the competitors are missing.

Content topic

Content marketers should never miss to consider SEO (Search Engine Optimization) strategy and make the best use out of what is available online. Through conducting research on customers, competitors, and researching keywords on google, a marketer can then pick few main keywords to write few main topics that is insightful and closely related to the brand for the main pillar pages and supporting pages on their website. More importantly, the marketer should also consider the possibility of the key topic being able to build authority on google and if the topic reflex on the interests of the targets. Followed by carefully planned schedule, a marketer will be able improve of organic website traffic.

Content distribution

Having a good content ready to publish is not the ultimate goal of content marketing unless the contents reach the prospective customers. As stated by Araminta at Mint Studio (2020), “The best content doesn’t win. The best-promoted content wins.” In the next section of Formats and tactics of content marketing, we are going to discover some promotional platforms or channels where a business can distribute their contents. Andy Crestodina mentioned in his book called “Content Chemistry,” which was published in 2018, some of top distribution strategies include sending out regular newsletter (email marketing), building customer relationship (social media marketing- Facebook, Instagram, Tweeter), enlarging networking (influencer marketing- forming partnerships by connecting with people in the same industry), podcasting, blogging guests to build more backlinks, and others (Araminta, 2020). Many businesses strive to build backlinks, which has so much to do with building relationships either with friends and guests or people in a community, as a part of their SEO.

Measuring metrics (Content scoring)

Content scoring refers to metrics used to measure the impact of or the interactions received from the contents published. These metrics can include number of website visits, of views, of subscribers, and followers on social media pages, average time spent on website, and bounce rate. A statistic by HubSpot (2021) reveals that the number of website visits is one of the top two tools to measure the success of content marketing strategies. Another four types of metrics to

consider keep tracking on are Consumption metrics (Google Analytics, Traffic, Open Rates), Sharing metrics (Retweets, Forwards, Likes), Lead metrics (Leads generated), and Sales metrics (Deals) (Baltes, 2015 & DeMerse, 2014). According to HubSpot (2021), “Content scoring is the process of assessing and quantifying the true potential of content by tracking how individual content pieces perform in generating and converting leads.” By associating it with Buyer personas, a marketer can provide better and relevant content with quality. HubSpot (2021) has recommended the following stages to score content:

- Set up criteria to be scored by identifying which content-related engagement metrics to be evaluated.
- Establish a campaign to determine a standard result that consider to be a successful or high performing content.
- Track the performance of the published contents and see if they meet the expectation.
- Access the result and analyses what works and what need to be replicated. Take the best practices and repeat.

3.2.3.3. Formats and tactics of content marketing

Content marketing can be in various forms from the simple ones such as Videos, Image, text, to the more complex and the most complex ones. Different forms of content marketing include blog writing, short videos, social media posts, online courses, podcasts, eBooks, webinars, infographics, interview, templates, guides, kits, Tip sheets and checklists, user-generated content, and surveys or research reports (Alexander, 2020 & Dunning, 2020 & Barone, 2020 & Freya, 2020 & Vinerean, 2017). Companies decide on proper approaches of formats and techniques to adopt for their effective content marketing campaign; however, these approaches need to somehow represent the needs of the target groups and the goals of the companies (Vinerean, 2017). To help the marketer decide on the type of content marketing to work with, Alexander from HubSpot (2020) suggested to sort each form of content marketing into three different stages of consumer’s buying.

Stage	Contents to focus on
Awareness (SEE Stage)	Blog posts Infographics Short video
Consideration (THINK Stage)	eBooks and Whitepapers Research reports Surveys Webinars
Decision (DO Stage)	Case studies Testimonials or Reviews

The formats of content marketing are described as following:

Blog posts: Blogs is an inbound content where the marketer can creatively introducing an interesting topic that related to the idea they want to promote. Moreover, with blog post, the marketers have the possibilities to, for example, add links, share buttons, or include infographics. In addition, applying a high quality of SEO to a blog can result in a greater advantage for business by driving more organic website traffic (Baker, 2020 & Alexander, 2020). Blog posts are known as the most common type of content marketing, and with a valuable content and regularly posting schedule, a blog can better attract the target groups and can possibly encourage viewers to share it further to other platforms (Vinerean, 2017). According to SEMrush (2019), eighty-nine percent of the content marketers prefer and generate blog posts than other form of content formats (HubSpot, 2021). A Demand Gen Report’s annual on content preferences survey (2018)¹ has found out that seventy-one percent of the survey’s participants, who were B2B users, reviewed blog posts during their purchasing process.

Infographics: Infographic involves the use of graphic format to convey the message or explain information. Infographics include the uses of statistics, charts, graphs, or images with short explanation, which allows it to appear in a simple yet visually attractive with comprehensible message (Baker, 2020), which according to Inc, can boost post engagement to 650% higher. In other words, Infographics interpret a large and complex data and information in a clear and understandable way, and more importantly, it can be shared on many platforms such on social media, in blogs post or on the website of the business (Dunning, 2020 & Vinerean, 2017 &

¹ The 2018 Content Preferences Survey was conducted in Q1 2018 and surveyed 168 B2B marketing and sales professionals. Eighteen percent of the respondents hold C-level positions in their company, while 17% hold VP-level positions. More than half of the respondents either hold director-level (26%) or manager-level (29%) positions. (Anderson, 2018)

Steimle, 2014). When it comes to a complicate or a new topic, taking FinTech as an example, using infographics to explain how it works helps enhance audiences' understanding of the topic.

Short Video: as having mentioned before, video content benefits the marketers in a way that allows them to generate higher ROI as, statistically, on YouTube alone, more than one billion hours of videos are being watched each day (McCormick, 2021). In content marketing, videos are used to clarify a specific problem, to promote a product or service, or to address a subject of interests to targeted customer (Vinerean, 2017). According to a research by HubSpot (2021), video content, mostly promotional and brand storytelling videos, has surpassed blogs and infographics as the most adopted form of content marketing, and according to Wyzowl (2020), more than eighty percent of the marketers claimed that videos help improve their website traffic and sales (HubSpot, 2021).

Podcast: As stated by a Journal of marketing, "Podcasts represent pre-recorded interviews and edited radio shows that are used to debate different topics of interest to a company's target audience" (Vinerean, 2017). Moreover, according to Podcast insights via iTunes (2020), there are currently over thirty million episodes of podcast produced by April of 2020 (HubSpot, 2021). Almost sixty-four percent of B2B users has revealed that podcasts is one of the most preferred content they use in the first stage of their purchasing decision (Content Preferences Survey Report, 2018).

EBooks and whitepapers: Content marketers can have their own eBooks published and distributed for free as a part of online marketing strategies. According to a marketing journal by Vinerean (2017), "In online marketing practice, ebooks are considered a lead generation tool because in order for potential customers to access the free resource, they usually have to provide their contact information." In this case, the business has a possibility to get the audience's contact information in return to letting them have the eBook and, at the same time, provide the customers with useful information. Both eBooks and Whitepaper are considered a long form of content with more informative information that help further explain the audiences about the business; however, whitepapers tend to contain more detail and is written in a way resemble to academic papers in term of their purpose, detailed, and instructive of research (Alexander, 2020

& Vinerean, 2017). The difference between Ebooks and Whitepaper was explained by Vinerean (2017) as “Ebooks tend to present in-depth content in a creative, visual and often inform manner, whereas whitepapers provide unbiased details on trends or evolution in a particular industry or area of business.” A Content Preferences Survey Report (2018) showed that more than sixty percent of respondents used Whitepapers and eBooks to research B2B purchasing decisions.

Research reports or Surveys: Reports present profound insights on a business and can be further interpreted or shared by press or media, and with regard to Surveys, the marketers use data obtained from it to cogitate on perception of people in the industry or convince prospective customers about certain products or services (Alexander, 2020 & Vinerean, 2017).

Webinars: Distinct from short video or blog, Webinars are a longer form of video, optimally thirty to sixty minutes, and more interactive toward audiences. According to Biteable (2020), webinar or, in other word, web seminar is “a live online conference or presentation,” which the marketers use to promote the business, build brand loyalty, and, more importantly, interact with audiences or new customers by allowing them to discuss and ask questions. In addition, the marketer can choose different platforms for Webinar such as Facebook, Zoom, BigMarker, or GoToWebinar depends on their budgets and preferences (Biteable, 2020). The Content Preferences Survey Report in 2018 indicated that Webinars (based on forty-eight percent of respondents) and Third-party or analyst reports (based on forty-eight percent of respondents) were the top and most necessary content format for B2B buyers specifically in the middle phase of their purchasing journey. According to the same report, “seventy-five percent of respondents stated they would share more information to receive webinar content.” In addition, over one-third of this survey’s participants are willing to spend thirty to sixty minutes reviewing webinars content while in the case for reports, only around twelve percent of them would do so.

Cast studies: Businesses use case studies to prove and share successful stories and pleasant experience of previous customers to explicate how useful and helpful their products or services are for others (Vinerean, 2017). Usually, the audiences, especially business customers, read case studies to get to know more about the company and its offers by observing other purchaser’s purchasing process and later make their own buying decision; therefore, case studies can

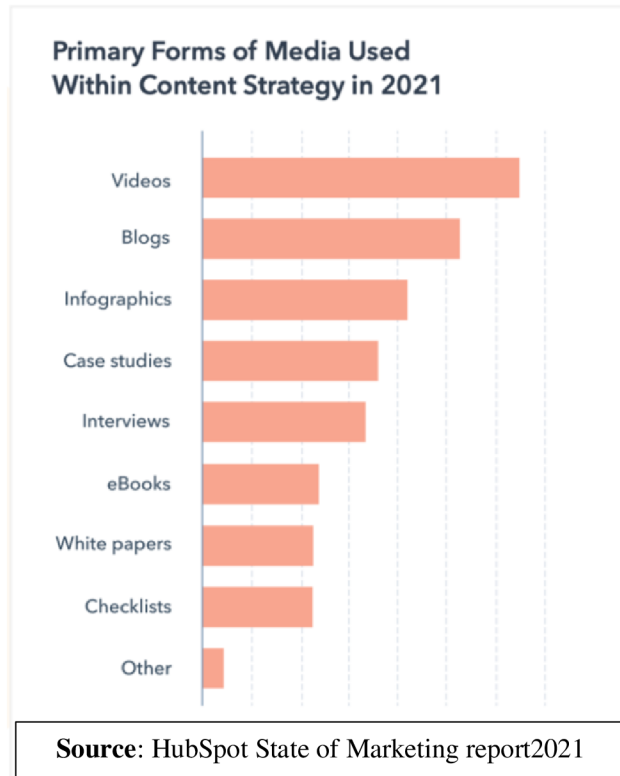
effectively influence their buying intentions (Carmicheal, 2019 & Alexander, 2020). It was stated that seventy-nine percent of respondent of Content Preferences Survey Report (2018), in the past twelve months, have used case studies to research B2B purchasing decisions.

Testimonials and reviews: Customers' direct and actual experience of using the products and services of a business can play an additional essential role in assisting other customers in their buying process. According to Carmicheal (2019), "Like user-generated content, testimonials and customer reviews are content generated straight from your audience. If you're operating in a niche market, testimonials give a short synopsis of why your company stands out." For some business with good budgets, they can create commercial content using reviews from celebrities or influencers to gain the trustworthiness from the audiences (Carmicheal, 2019). Content Preferences Survey Report (2018) demonstrated that sixty-four percent of the participants rely on those reviews and feedbacks from peers and other users, and other analysts or publications.

Guide: Guide or guideline includes instructive information with introductory and comprehensible steps to assist the customers in accomplishing a desired task or goal (Vinerean, 2017). Companies can offer academies, how-to guides, or training course to assist the customers with information about products before buying (Carmicheal, 2019).

Tip sheet or checklist: these are type of contents that allow customers to continuously keep in check with the company, allowing the company to establish a long-lasting relationship with them. In his study, Vinerean (2017) described tip sheet and checklist as the content that "provides guidance and concise tips or best practices for potential consumers looking to complete a particular task."

Due to the massive increases in the use of online and virtual platform in the past two years, *Video* has taken a huge space in content marketing, which according to the latest HubSpot State of Marketing report (2021) with data collected from more than 1500 marketers worldwide, it has revealed that *Video*, in the last two years, become the most popularly adopted form of content, followed by *Blogs* and *Infographic*. The need of contents is rising as the consumers are constantly looking for information. A Content Preferences Survey Report (2020) has shown that forty-seven percent of B2B buyers tend to read three to five contents, sixteen percent read five to seven contents, and fourteen percent consumed more than seven contents before reaching out to the salesperson to make a purchase.



3.2.4. The importance of content marketing

Content Marketing Institute (2015) highlighted the essence of content strategy as a bridge that allows the consumers to reward a marketer, who has continuously delivered them insightful information, with their loyalty and cooperation (Baltes, 2015). The State of Inbound report in 2020 with data collection from 3400 marketers globally has revealed that fifty-three percent of marketers regard content creation as their top priority, and, generally, twenty-nine percent of marketing budget (B2B) is spent on content marketing (Riserbato, 2021).

In addition, an research article by Pulido, Stone, and Strevel in 2014 also pointed out the important of having consistent content marketing as a key success to fulfil customer’s satisfaction during their whole purchasing process since it demonstrated the reliability and recognition of the company. According to Riserbato (2021) from HubSpot and Murphy (2021)

from Masterful Marketing, the following are the importance and benefits of having a high-quality content:

- **Develop a trustful and lasting relationship with customers:** the main job content marketing does is to allow a company to connect with its potential customers, earning their trusts by producing contents that associated with their interests and needs. Educational, informative, entertaining, and trustful contents provide valuable and relevant information that answer to the audience's needs (McPheat, 2011), and when the business provides these type of contents without trying to take advantages over its customers, the audiences tend to trust and be more open to new advices, recommendation, or solutions provided by the business, allowing the marketers to gain trusts and loyalty from current and new potential audiences.
- **Enhance brand equity, raise the brand awareness, and build recognition and authority:** adding more quality contents to the business website demonstrates the expertise area as a business which, therefore, turns the business into a credible source of information that can properly answer to the the audiences' needs. Consequently, the business is likely to be able to reach higher searching results on the search engine. Once it is seen as a reliable source of information for people, the business building brand authority by getting ranked higher among the competitors on the search engine. Being viewed as an expert in the industry can powerfully convince the prospective customers with the brand and impact their buying decision. In addition, with such many shareable platforms, especially social media, available nowadays and with the business well-recognized reputation, the business is able to increase its brand awareness through its content marketing. A great content can even drive potential customers to be dedicated and loyal to the brand even though they have never made any purchase from the brand.
- **Improve the brand visibility:** distribute high-quality contents across various shareable platforms allow company to be more approachable and visible, especially reach out to the potential customers who are looking for the exact same solutions of the business.
- **Generate more website traffic, conversions, and leads:** having optimally designed contents that fascinate the customers and provide them a proper solution to their problems can organically drive higher traffic to the business website and, thus, may as well resulting in higher leads generations by directing the visitors to take actions by

clicking on CTA (call-to-action) button. As specified by Lindsay, a team manager of the HubSpot Academy Acquisition Content Team, “Content is a great way to guide users to a landing page. Typically, you create content to provide visitors with useful, free information. You can include CTAs anywhere in your content — inline, bottom-of-post, in the hero, or even on the side panel. The more delighted a visitor is with your content, the more likely they are to click your call-to-action and move onto your landing page,” Additionally, a marketing director at Mashvisor company, Daniela Andreevska, has also instantiated the main purpose of content marketing (2020) as “first to engage users by exposing them to authoritative and relevant information and then to use that engagement to transform leads into actual customer” (Ruth, 2020). Therefore, content marketing is indeed crucial when it comes to lead-generation tactics and enhancing website traffic.

- **Encourage customers to make a quicker purchasing decision:** being positioned by customers as an expert whose contents provide the right solutions that they are looking for will allow the company to gain higher score from the customers and more likely to be prioritized when they are ready to make a buying decision (Murphy, 2021).

Correspondingly, Dom Kent, who is a B2B content marketers, also acknowledges some intangible advantages that a company can derive from content marketing such as brand awareness, social media engagement, community engagement, customer loyalty, customer advocacy, thought leadership, and domain expertise (Araminta, 2021).

3.3. FinTech

3.3.1. FinTech evolution

The evolution of FinTech based on a research paper by Arner, Barberis, and Buckley:

The term “FinTech” stands for “Financial Technology”, and it refers to the technology that introduces financial solutions. To put it simply, FinTech indicates the interrelation between Finance and Technology, which have jointly developed over times, specifically three-dated distinct eras.

The first period known as “**FinTech 1.0**” refers to the period roughly from 1866 to 1967, when the FinTech industry was still an analogue industry. During this period, financial

globalization existed for the first time along with the introductions to new technologies like telegraph, railroads and steamships, which helped facilitating a speedy delivering of financial information across countries. Other notable events during this era include the emergence of the United States' first transatlantic cable in 1866, electronic fund transfer system in 1899, and the introduction of credit cards in 1950s.

The next period "**FinTech 2.0**" was dated from 1967 to 2008, a period where the financial sector was shifted from an analogue industry to, another step further, a digital industry due to the advancement of digital technology for communications. The special events that indicated the beginning of this period was the initiation of the first handheld calculators and the first installation of the ATM by Barclays bank in 1967. Upon the following years, the world's first digital stock exchange, NASDAQ, is introduced in the early 1970s. Later, in 1973, there came the establishment of SWIFT (Society for Worldwide Interbank Financial Telecommunications), which, up to today, has become the global provider of secure financial messaging services (SWIFT, 2020). More eminently, the most significant event that associated with today's world was launching of an online banking in 1980s, which a decade later greatly prospered along with the uses of internet and digital business models. People have sharpened their perspective on money and improved their relationship with banks, as well as other financial institutions. Financial crisis in 2008 marked the end of FinTech 2.0.

The period from 2008 up to now is characterized as **FinTech 3.0** era, where the financial products and services are no longer controlled under traditional financial services industry. The new players such as start-ups and technology companies pop up in the market with existing player like banks and are able to delivering directly financial products and services to the interested groups. The remarkable events of the era started from the introducing of Bitcoin v 0.1, following by the emergence of various cryptocurrencies in 2009, to the flourishingly using of internet and financial services on smartphones, to the 2011 of google wallet development, and the initiation of Apple pay in 2014.

3.3.2. FinTech today

After years of growing, FinTech still continue to expand sharply in its industry. The term “FinTech” that first was used to describe computer technology at the banks is now covering a huge range of financial activities such as mobile payment, money transfers, lending, cryptocurrency, digital banking, trading, insurance, crowdfunding, saving investment, budgeting and financial planning, and even asset management (EY index, 2019 & Rusnac, 2016).

The following tables are the lists of FinTech services used by SME and consumers according Global FinTech Adoption Index 2019²:

List of SME FinTech services	
Categories	Services
Banking and payments	Online foreign exchange
	Digital-only branchless business bank
	Online payments processors
	Mobile Point of Sale (mPOS) payment machines and readers
Financial management	Online billing and invoice management tools
	Online cashflow and liquidity management tools
	Online bookkeeping and payroll tool
Financing	Online lending platforms
	Online marketplaces, aggregators and brokers
	Online equity (including equity crowdfunding) and debt securities
	Online invoice financing and dynamic discounting
Insurance	Insurance premium comparison sites

² EY Global FinTech Adoption Index in 2019: data derived from online interviews with more than 27,000 consumers in 27 markets across six continents, up from 20 markets in 2017. Link to survey: https://assets.ey.com/content/dam/ey-sites/ey-com/en_gl/topics/financial-services/ey-global-fintech-adoption-index-2019.pdf?download

List of Consumer FinTech services	
Categories	Services
Money transfer and payments	Online foreign exchange
	Overseas remittances
	Digital-only branchless banking
	Peer-to-peer payments and non-bank money transfer
	In-store mobile phone payments
	Cryptocurrency eWallet
Budgeting and financial planning	Online budgeting and financial planning tools
	Online retirement and pensions management tools
Savings and investments	Lending on peer-to-peer platforms
	Investments via crowdfunding platforms
	Online investment advice and investment management
	Online stock broking
	Online spread betting
Borrowing	Online-only loan providers
	Online marketplaces and aggregators for loans
	Online marketplaces and aggregators for loans
Insurance	Insurance premium comparison sites
	Insurance-linked smart devices
	App-only insurance

Source: EY Global Fintech Adoption Index (2019)

The data obtained from EY FinTech adoption index (2019) found out that the development of FinTech adoption has grown notably from only sixteen percent of FinTech adoption services in 2015, to thirty-three percent in 2017, and to sixty-four percent in 2019. According to its consumer and SME survey (2019), sixty-four percent of the global consumer are FinTech users and twenty-five percent of global SME are FinTech adopter.

The index has also pointed out the increasing of FinTech awareness based on its data which shows that ninety-six percent of the global consumers is well-informed of at least a FinTech service regarding money transfer or payment, and at least, three out of four (seventy-five percent) of those consumers are acquainted and using a FinTech service. Among SME FinTech adopters, more than half or fifty-six percent of them opt for a banking and payment service while the rest adopt a financing service. Across twenty-seven markets, the average FinTech adoption rate was sixty-four percent with China (eighty-seven percent), India (eighty-seven percent), Russia (eighty-two percent), South Africa (eighty-two percent), and Colombia (seventy-six percent) are the top five countries with the highest percentage of Consumer Fintech Adoption (EY index, 2019).

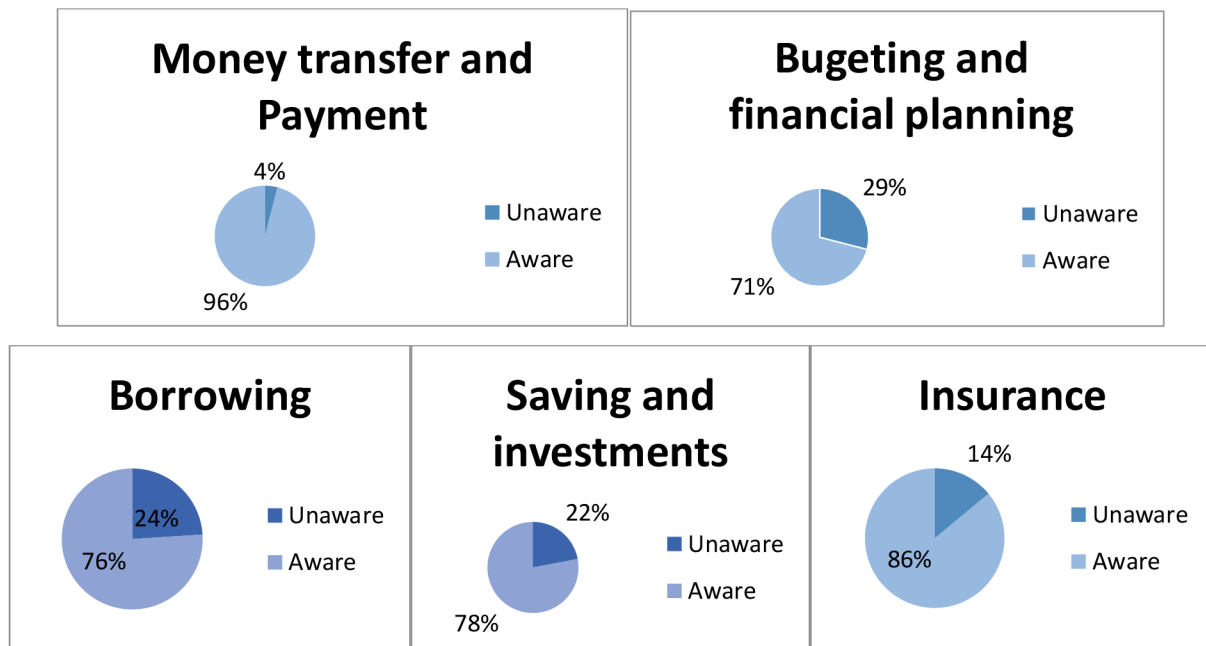
As newer FinTech players arise, it seems like they are competing with one another; however, all the parties still inevitably need to depend on one another (Zigurat, 2019). According to Zigurat, an innovation & technology business school (2019), “fintech startups have taken funding from banks and often rely on banking, insurance, and back office partners to deliver their core products. Banks, on the other hand, have acquired fintech startups or invested in them to leverage new technology and ways of thinking to upgrade their existing operations and offerings.”

According to GateHub’s FinTech statistics in 2020, the number of FinTech Start-ups in world has exceeded 12000; AI has been regarded by forty-six percent of big FinTech firms as the core investment technologies.

3.3.3. Fintech users

Although traditional banks have existed for decades, digital world have drastically influenced people’s financial behavior. FinTech is explosively enlarging, introducing the world to many more convenient and new modern financial technologies facilitate people’s financial life. By 2019, the worldwide consumer accounted for sixty-four percent are adopting FinTech services and twenty-five percent of the global SME are FinTech services adopter (EY FinTech Adoption Index, 2019). Moreover, as specified by GateHub FinTech Statistics (2020), “by 2020, ninety percent of smartphone users will have made a mobile

payment.” Almost every consumer (statistically accounted for ninety-six percent) is informed of having not less than one financial service of Money transfer and payment as stated in Global FinTech Adoption Index (2019). The figures below specifies the awareness of global consumers in term of various areas of FinTechs according to Global FinTech Adoption Index (2019):



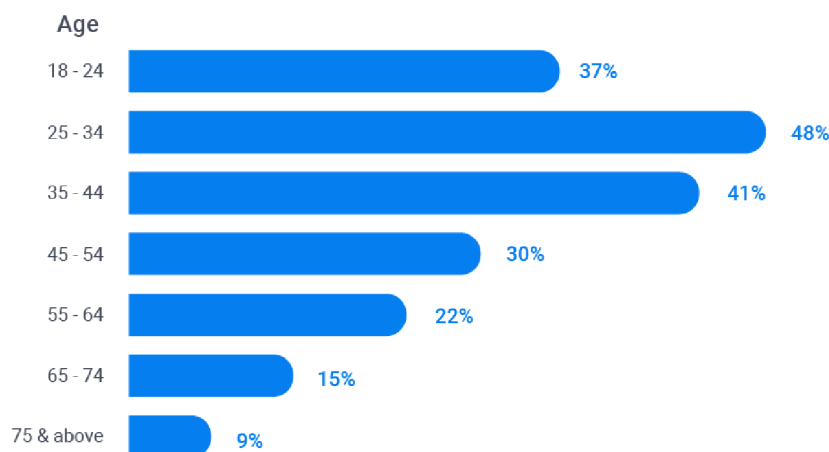
FinTech users, according to Kagan and Estevez (2020) and GateHub (2020), can be categorized into four main groups: B2B for banks, Bank’s business clients, B2C for small businesses, and Consumers.

- **B2B for banks, Business clients:** the acceptance of credit card payments and the introducing of mobile payment, for example, are at every door of almost every business. Many organizations have inserted the uses of more advancing technologies to facilitate and ensure the safety and convenient their financial operations.
- **B2C for small businesses, consumers:** most of consumer-oriented FinTech companies mostly target millennials as their customers since this youngest generation brings a huge source of their earning and is more familiar to the term “FinTech;” more importantly, unlike older generation, millennials are willing to emerge themselves into the modern world of technologies. Growing up in a digital

environment surrounded by massive techs, millennials possess more open perspectives towards financial solutions through the adoption of technologies.

“Millennials are a generation that embraces a lifestyle without restrictions, are less focused on ownership than the generations before, and do not desire to use face-to-face interaction as a main tool of communication in business and social situations”- GateHub (2020).

FINTECH ADOPTION BY AGE CATEGORY



Source: GateHub (2020)

The figure above signifies the percentage of FinTech Adoption by different generations and according to it, millennials, referring to the consumers with age between twenty-three to thirty-eight years old (Dimock, 2019), represent the main group with highest percentage of FinTech usages. The older generation; on the other hand, are more into traditional banking system; hence, they are the groups of consumer with the lowest FinTech adoption percentages.

A study conducted by Memon, Nair, and Jakhiya (2021) regarding to the readiness of Gen-Z in adopting FinTech services has surprisingly shown that this youngest generation with age ranges from twelve to twenty-four year-old is expected to be the future users of FinTech, yet they are not aware enough of the latest FinTech trends nor wish to adopt FinTech service or invest in FinTech industry, and the main reason found is due to the lack of knowledge and insufficient understanding of FinTech and its whole concept, which create a huge knowledge gap between the current and next users. The same study also mentions the fact that the failure of FinTech service providers to attract and raise the awareness of FinTech among the Gen-Z group can cause

a concerning drawback in the FinTech industry; therefore, the FinTech providers should seek for effective marketing solutions to reach out this generation (Memon, Nair, Jakhiya, 2021).

3.3.4. FinTech trends

The further advancement of technology opens the door for FinTech to expand and grow with its creative and innovative financial solutions. Looking back from how FinTech began in 1967, a period of FinTech 2.0, we can see its evolution from the scratch starting from the first creation of handheld calculator and installment of ATM to the establishment of NASDAQ, SWIFT, and online banking (Arner, Barberis, Buckley, 2015). After financial crisis in 2008, the period of FinTech 3.0 has brought Bitcoin and cryptocurrencies, not to mention also there were the development of internet, financial services on smartphone, google wallet, and apple pay (Arner, Barberis, Buckley, 2015). Today's world has been modernized and people are becoming more familiar with FinTech. A modern cashless system and wide range of financial solutions are being introduced.

The year of pandemic crisis, 2020, has undeniably shown an essential role of FinTech industry, while many other business have been striving just to survive, followed by a great significance role of digital platforms (Chandler, 2020). A research by deVere group (2020) shows a huge increase of more than seventy percent of FinTech apps usages in Europe during the crisis period while another survey carried out across the United States by Harry Poll on behalf of Plaid (2020) shows that the number of FinTech adoption has notably increased during COVID-19 as the number of American who manage money using FinTech apps, compare to period before COVID-19, has jumped higher to fifty-nine percent, more than half of the population (Chandler, 2020 & Plaid, 2020). The same survey also pointed out that FinTech has been now considered a new normal for seventy-three percent of the Americans (John, 2020).

According to Gundaniya (2020), a product manager, and Jorner (2021), a business Development Manager, the following are some predictions of FinTech trends in 2021 that we can expect:

- **Automatous finance, RPA (Robotic process automaton):** automate finance incorporates with AI and ML tech carries out various financial performances within seconds. This FinTech solution makes it more convenience and safe for customers to

manage their finance. RPA, on the other hand, involving the performance of digital workers help companies save more time and budgets thanks to the great function of those software robots in automating numerous back-end office operations in way more precisely and efficiently.

- **AI (Artificial intelligent) and ML (Machine learning):** AI solution adoption is going to be a target of more financial institutions and banks. With the help of AI in a bank, the operational expense could be minimized by twenty-two percent by 2030 per autonomous research. In addition to its accurate records as the algorithm of AI and ML, AI also plays a crucial role in detecting any frauds and preventing cybercrimes.
- **Open-banking:** banks are allowed to provide data securely to enable the sharing of information between authorized parties remotely and the accessing of consumers banking data, with their permission, using APIs (Application Programming Interfaces).
- **Digital-only banks:** banking service that can be adopted digital-only with no concern of physical involvement is the expected product of more financial institutions. Mobile payment is among the main FinTech products according to a study from McKinsey (2016).
- **Blockchain technology:** the cutting-edge technology of blockchain contributes to a tighten security level of any processed transactions, including the cross-border transactions. Its decentralized finance focus facilitates and improves monetary performance on financial platforms. Hence, not only the adoption but also the investment in this technology by banks and financial institutions are expected to grow. Approximately forty-eight percent of representative from different banks believe blockchain to bring a huge change in banking sector according to Business Insider Intelligence (Phaneuf, 2021).
- **Reg-Tech (Regulatory Technology):** RegTech, whose functions consist of monitoring, reporting, and compliance, refers to the use of technology to manage the regulatory process in the industry of Finance. Big Data and ML technology enables RegTech to release necessary data on any illegal actions that might arise frequently within the digital era, lowering risk occurred in compliance department.
- **Contactless biometric security system:** Covid-19 has raised the concern of physical contact while, at the same time, the biometric industry is taking a step further toward a

contactless system rather than remaining at its touch-based system. In addition, the rising of digital banking also come with cyber hacking issues; therefore, a strong biometric security system will a play a huge role in ensuring data security in FinTech industry.

FinTech evolvments have proved to us that digital financial world no longer seems far-fetched. The growth of technologies and new inventions allow FinTech to take a step further and embrace its users with more convenient and modern financial solutions whose security is no longer a concern. A new normal with a better future is yet to come.

3.4. FinTech Content Marketing

3.4.1. Strategy

As having mentioned previously in section 3.2.3, some analyses need to be conducted when constructing content marketing strategies, and the case also applies to FinTech companies. Content marketing strategies should specify the objective of content marketing strategy, target analysis or buyer personas, competitor analysis, content analysis, and metrics to measure the performance or the impact of contents published. In addition to that, targeting two main group of audiences- B2B and B2C, FinTech service providers need to have specific goals set for their contents and metric to determine the impact of the contents.

The goals of the contents can be vary depending on the products and services offering to various types of consumers. FinTech for B2B consumers are more costly; therefore, to improve sales, it is important to have the business clients be well-informed. Hence, FinTech companies with B2B products might have to work on intuiting the business customers. In this case, the companies may aim to achieve higher website traffic, click-through-rate (CTR), or time spent on page as their primary goals (Araminta, 2020). On the other hand, FinTech companies that focus on B2C consumers might want to concentrate on developing a strong relationship with individual consumers; therefore, their goals of contents can be, for example, the higher website traffic, CTA, CTR, or others. In case of new FinTech Start-ups, the goals may not be yet to increase the conversion rate but to drive higher website traffics (Araminta, 2020).

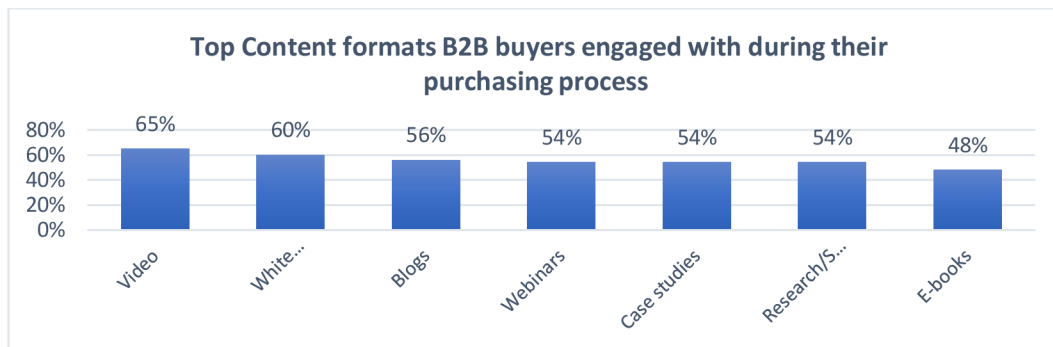
As for FinTech companies, whose solutions work for both B2B and B2C customers, by putting more efforts, they create various types of contents separately for both groups of customers. In addition to the previously stated characteristics of successful content marketing in section 3.2.2, FinTech service providers should also consider producing trend-based FinTech content and evergreen content. Trend-based FinTech content provides the consumers with a solution to a trending topic which help capture more of their attentions while having evergreen contents (resources, guides, tutorials, case studies, and others) with information updated regularly help improve the visibility of the website as evergreen content do not change based on daily trend like other topical contents, and instead, the information in evergreen content stays relevant and valid for quite a long period of time (PayPodo, 2021). Last but not least, FinTech companies should never miss to incorporate case studies, testimonials, or contents with stories from previous consumers as a part of their content marketing strategy since the reassurance from other consumers and their FinTech using experiences play a huge role in influencing the purchasing decision of new consumers (Evilsizer, 2014 & PayPodo, 2021).

B2B FinTech content marketing: Business clients fall into a methodical type of decision-maker. Their purchasing decision is made with a careful decision only after they go through various details of the FinTech providers and the services offered. Therefore, they require highly instructive contents; the most common types that appeal to them are case studies, white papers, reports, webinars, and interviews (Araminta, 2020).

The infographic by Keniston (2016) has shown that about eighty percent of business clients are likely to read articles and contents than an advertisement to receive information, and contents published on a company's website can positively influence the purchasing decision of sixty percent of customers. The Demand Gen Report's 2020 Content Preferences Study³ also stated that "buyers are not only leaning even harder on content to educate themselves, but they are also demanding and expecting richer content experiences from the brands they are engaging." According to the data from Content Preferences Survey Report, in 2018, Case studies was among

³ Demand Gen Report surveyed 214 B2B executives during the months of February and March 2020 from a variety of industries and company sizes to gauge their changing behaviors around content engagement.

the most chosen form of content as responded by seventy-nine percent of B2B buyers, and Reports from analysts, based on sixty-nine percent of respondents, was regarded as the most credible source of information when looking for detail insights. Another released report with data from 2020 has surprisingly, for the first time, highlighted *Video* as the top content formats preferred by B2B buyers, and we could not agree more due to the massive increase in the uses of digital platforms during the pandemic. However, case studies still remain a popular format B2B clients look for during both mid-stage and late-stage research (Content preference study, 2020).



Other revealing result by the content preference study (2020) are:

- more than half of B2B clients prefer seeing contents on the website of their vendors organized by topics, issues, or industry rather than by business role or content formats
- many of the respondents wish to see contents with more of supporting data and research, less of sale messages, and shorter length.

3.4.2. Challenges and solutions in FinTech marketing

- **Challenges of FinTech marketing**

Over and above marketing challenges, FinTech industry also faces other internal challenges regarding top compliance risks include fraud crime, business risk, and cyber risk according to Accenture report in 2019 (Admin, 2019). From marketing perspective, the two main challenges facing FinTech companies these days are earning trust from the prospective consumers and dealing with educating people about FinTech as it is still seen as complicated (Admin, 2019). Persuading consumers to invest financially in new FinTech products or services whose financial concepts are not familiar with their experiences is indeed a tough job to deal with. From B2C users' side, the lack of information is still an issue as it restrains the consumers to switch their financial behavior and be open to use FinTech services after being accustomed with the

traditional financial banking; moreover, the overwhelmed of untransparent pricing models or structures in the industry and unpleasant experience with traditional financial institutions could also easily fade the trust in financial sector away (Admin, 2019). In term of Generation, in alliance with the study conducted by Memon, Nair, and Jakhiya (2021), Gen-Z is among the most challenging consumer group for FinTech companies to grab the attention from, and the main challenge lays in the fact that as the next users of FinTech service, Gen-Z, will be accounted for forty percent of the global customers by the end of 2021, yet they are still unprepared with very limited knowledge of FinTech and are proved by the study to be reluctant to trust FinTech companies and pessimistic about adopting FinTech services. Nevertheless, on the top of dealing with new customers like Gen-Z, FinTech companies also need to maintain its current customer base (Memon & Nair & Jakhiya, 2021), especially the main group of FinTech users- the millennials (GateHub, 2020).

- **Solutions**

The significance of content marketing is obvious. Content is known as a guiding tool that leads the way for prospective individual and business consumers to become more aware of FinTech, its modern financial solutions, and its crucial roles in positively transforming people financial life. Content marketing can beat all the confusions and instead help the customers understand the core value of FinTech, which also mean it helps foster a good relationship between the vendors and consumers (Admin, 2019). A right-made content, regardless of its form, helps ease all worries and doubts of the customer as they tell the messages in a comprehensible way, secure the customers' financial fears and uncertainties while guiding them to find a right financial solution.

Regarding to the previously mentioned issue of Gen-Z, it seems certain that the generation is not well informed of FinTech services and does not seem to be interested in adopting FinTech service or trust FinTech companies yet (Memon & Nair & Jakhiya, 2021). However, the youngest Gen-Z was born familiar with technologies and open to embrace innovation; for that reason, FinTech companies should, as suggested by the research study (2021), take the advantage of the digital platform and online marketing to connect with the Gen-Z (Vasilios, Stylos, Fotiadis, 2017). This is when content marketing fulfills its role; the contents published aim to relay informative, educational, and credible message to the potential customers so that the

company can connect with them and raise the awareness of FinTech (Ionascu, 2015; Rose and Pullizzi, 2011; McPheat, 2011). In addition to that, a research article in the Journal of Service Research by Wilder, Collier, and Barnes (2014) advice that a company that marketing a service should take digital marketing approach and make the best use of the digital platform and should offer brief preview of the service such as free-demo or free-trails with introductory offer to its new users. The case may apply as well to FinTech service providers.

Additionally, to retain that existing customer base, FinTech companies should keep on offering the quality services and products to the customers, providing the customers on-time and constant support, and emphasizing the determination to build a long trustworthy relationship (Memon & Nair & Jakhiya, 2021). According to Maxwell's study (2018), content marketing and word-of-mouth marketing are also among the powerful tools to achieve that of the customers' trust, which is necessary for building a long-lasting customer relationship. Moreover, retaining the existing customers and producing contents such as case studies and reviews or testimonials that demonstrate the customer experience also play a huge role in encouraging new customers to start taking their own action; B2B customers expect to see case studies from the FinTech company before adopting the FinTech solution whereas B2C customers look for reviews or stories from previous users (Admin, 2019). If a FinTech company can put as much afford into educating and supporting customers by providing transparent information throughout their learning process, the customers- B2B and B2C- can gather up their confidence and proceed with their purchasing decision (Admin, 2019).

4. METHODS

4.1 Research questions

Content marketing represents one of the most important aspect of marketing, and our main goal in this study to identify the formats, purpose, and benefits of content marketing implemented in some of the worldwide Top FinTech companies. In this study, we aim to answer the following questions:

1. What types of content marketing are preferred and adopted by FinTech companies?
2. What are the purposes and benefits of those individual contents for customers?
3. How are those various contents implemented or organized on the FinTech companies' websites?

4.2. Data collection and data processing

The main data are collected mainly from the official websites of each company⁴. The details of the collecting process are mentioned in the next section 4.3. Additional data is based on secondary data or desk research, information from publication, research studies, books, reports, articles, various international databases, and third-party websites. Some different sources of information related to content marketing of FinTech companies are being compared for the purpose of achieving as much accurate information as possible.

4.3. Methods

In term of six different areas of FinTech, we are going to explore content marketing of the following selected companies, which are considered among the Top FinTech companies in 2020 and 2021 according to Business Insider (2020), CB Insights (2020), and Mark (2021). These companies are selected also due to their reputation of having a good practice of content marketing.

- Peer-to-Peer : **Zopa and SoFi**
- Personal Finance : **Betterment**
- POS and Consumer Lending : **Klarna**
- Regulatory & Compliance : **Onfido**

⁴ Robinhood (2021A), eToro (2021A), Klarna (2021A), Onfido (2021A), Starling Bank (2021A), Revolut (2021A), Betterment (2021A), Zopa (2021A), Sofi (2021).

- Retail Investing & Secondary Markets: **Robinhood** and **eToro**
- Digital Banking : **Starling Bank** and **Revolut**

In term of the type of contents, we are going to monitor:

- Resource/Learn section of websites of each company
 - Blogs
 - Guides
 - Podcast
 - News/newsroom
 - Reports
 - Case studies
 - Customer reviews or testimonials
- Other contents
- Newsletter
- Surveys
- Videos
- Storytelling concepts
- Social media contents- example of great social media contents

The way of monitoring

Firstly, we are going to examine carefully the official websites of the nine researched companies to see what kinds of content marketing are used by each company. This step can be done through thoroughly checking mainly the “Resource,” “Learn,” “About,” “Help,” “Education,” and other relevant sections of the websites. In these sections, we usually find and collect contents in diverse formats such as blogs, guides, podcast, webinars, news/newsroom, reports, case studies, newsletter information, reviews/testimonials, library, FAQs or support section, online courses, extra financial tools, datasheets, and infographics. There could be also video contents in forms of webinars, workflow video, interviews, and tutorials. On the top of that, additional information on video advertisements and social media contents is derived from companies’ YouTube channels and social media accounts. Furthermore, we also focus on related surveys if there are any. Some companies have separate websites for individuals and business customers. In this case, we check

out their available resources on both websites. Nonetheless, it is necessary to take into consideration that each company organizes and categorizes their contents in a slightly different way; some have all contents in one place while some separate them into various sub-sections.

After acquiring information on content marketing types employed by each company, the next step deals with qualitative analyses. In section 5.1, we observe, from customer perspective, mainly the construction and visual appearance of the website, and how these arrangements benefit the visitors when visiting the websites. Next, in section 5.2, we perform qualitative analyses on individual content marketing types, which we have gathered in the first step. The analyses are conducted to discover more about companies' content marketing and to understand the contents' purposes and usefulness in serving the interest of companies and its potential customers. During the process, we also keep in mind that the types of contents produced by each company can vary depending on their targets and goals. Therefore, in our analyses in section 5.2., not all of the collected content marketing types are to be evaluated for each company.

4.4. The sample

The brief description of the researched FinTech companies:

➤ Retail Investing & Secondary Markets

1. Robinhood (2021A): is one of the FinTech companies acting as a stock brokerage that is well-known for offering an investing platform without charging any commission fees. Using Robinhood Financial, customers are able to trade extensively stocks, ETFs, and options without zero commission fees. The same zero-commission also applies to Robinhood Crypto for trading cryptocurrencies.

Founded: 2013; **Founder:** Baiju Bhatt, Vlad Tenev (Crunchbase, 2021)

2. eToro (2021A): is a social trading platform with zero commission and unlimited trading volume. With eToro, investors can trade stocks, ETFs, cryptoassets, currencies, commodities and indices. eToro also introduce CopyTrader; which allows users to have an option to replicate automatically the top investors' trading portfolio into their own.

Founded: 2007; **Founder:** David Ring, Ronen Assia, Yoni Assia (Crunchbase, 2021)

➤ POS and Consumer Lending

3. Klarna (2021A): a Swedish company and a part of Klarna group. Klarna is famous for their creative solutions for online shopping payment which are convenience, safe effort, and as smooth as possible. The solution has reached 90 million consumers in seventeen countries, turning Klarna into one of the biggest European banks. However, from customer's perspective, it is like a shopping app. Klarna offers different payment options that allow customers, after shopping with the stores they want, to pay directly, pay after the deliveries, or pay using installment plans; each process goes smoothly with just a click. Klarna partners with numerous businesses across various industries; all stores are listed at the "Shop" section of the websites.

Founded: 2005; **Founder:** Niklas Adalberth, Sebastian Siemiatkowski, Victor Jacobsson (Crunchbase, 2021)

➤ **Regulatory & Compliance**

4. Onfido (2021A,B): a Fintech company specializes in verifying users using global-leading AI-based technology and experts. Onfido provides identifying solutions such as document verifications by scanning and detecting the photo ID of the users, biometric analysis which analyze facial biometrics match, and customer authentication. With such a useful solution being introduced in today's digital world, Onfido is trusted by other business owners and big brands such as Revolut, Remitly, bunq, and others.

Founded: 2012; **Founder:** Eamon Jubbawy, Husayn Kassai, Ruhul Amin (Crunchbase, 2021)

➤ **Digital Banking**

5. Starling Bank (2021A): a fully-licensed digital bank based in the UK. Starling bank aims at offering customers a smarter and better qualified solution than the traditional banks'. It provides four different account types – personal, business, joint and euro, plus a child card (Starling Kite and Teen account). Receiving an award for mobile apps, Starling bank has taken one step further by constructing it into a browser, where many new money management features are gradually updated from times to times, offering customers with a great using experiences

Founded: 2014; **Founder:** Anne Boden (Crunchbase, 2021)

6. Revolut (2021 A): a financial service provider that works on the areas of digital banking, card payments, money transfers, foreign exchange, trading of crypto or commodities, and even overseas insurance. Revolut focuses on building the world's first global financial super app

which serve customers with all things money, transforming the way they spend daily, save and invest. It develops innovative products which are used globally, nowadays resulting in more than 100 million transactions monthly. There are Revolut Personal and Revolut Business.

Founded: 2014; **Founder:** Nikolay Storonsky, Vlad Yatsenko (Crunchbase, 2021)

➤ **Personal Finance**

7. Betterment (2021A): a financial advisory company that assists customers in the management of their money through online cash management products, guided investing with portfolio recommended in accordance to the financial goal wanted by customers, and retirement planning.

Founded: 2008; **Founder:** Eli Broverman, Jon Stein (Crunchbase, 2021)

➤ **Peer-to-Peer**

8. Zopa (2021A): Zopa is a peer-to-peer lender established with the purpose of providing simpler, better-value loans and investments access to customers. Later, in 2020, Zopa has officially obtained a bank license, known as the FeelGood Money Company- Zopa bank, which nowadays operates alongside with its peer-to peer business. It aims to offer more solutions to empower people to feel good about their money. As for products, Zopa offers loans (Car loans, Debt consolidation loans, Home improvement loans, wedding loans), Investment products (Peer-to-peer investments, Innovative Finance ISA), and saving account.

Founded: 2004; **Founders:** Dave Nicholson, Giles Andrews, James Alexander, Richard Duvall, Tim Parlett (Crunchbase, 2021)

9. Sofi (2021 B,C): a finance company offering a huge range of loan, investing, refinancing, and issuance products. According to Sofi's official website, "SoFi's mission is to help people reach financial independence to realize their ambition," with goal to help its members get their money right.

Founded: 2011; **Founders:** Daniel Macklin, Ian Brady, James Finnigan, Michael Cagney (Crunchbase, 2021)

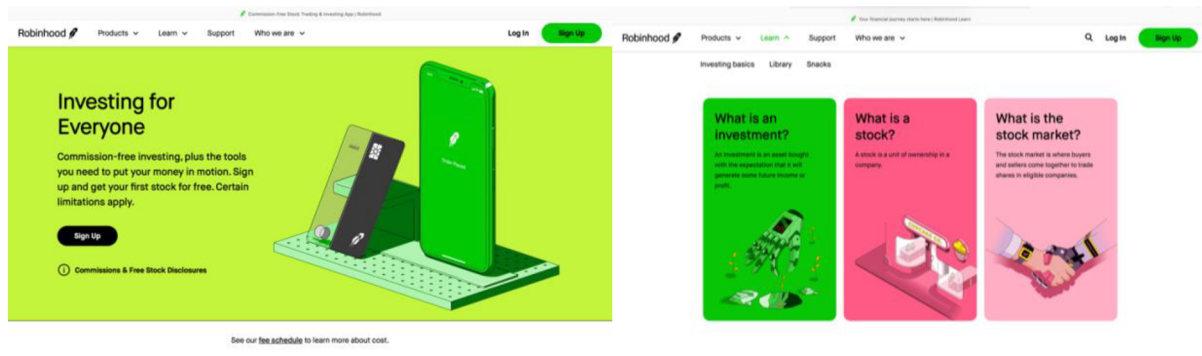
5. RESULTS

The main communication platforms where FinTech companies implement content marketing is on their websites. FinTech companies overload their websites with numerous resources designed in various forms of valuable, instructive, and insightful contents. In this section, we are going to look mainly at their websites and analyze those contents qualitatively.

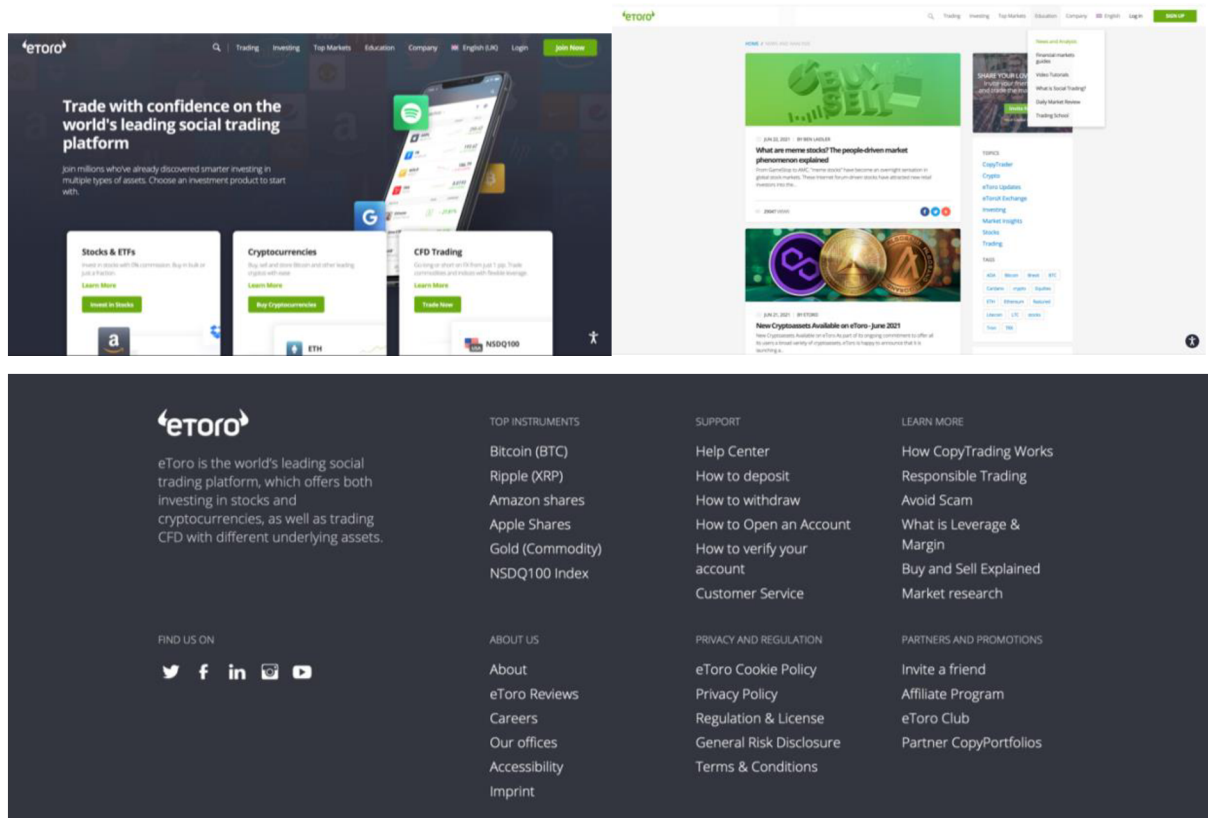
5.1. General overviews of websites of the researched companies

A website of a company is supposed to display on the search engines when the keywords are being searched for. According to Taiminen and Karjaluoto (2015), “If a company cannot be found on google, it does not exist” is a phrase that demonstrates the typical thoughts of the customers these days. Since our study focuses mainly on content marketing adopted on the website of FinTech companies, in this section, we are going to take a brief look at each website of the nine researched companies to see how the design and the navigation process throughout the websites are, and how well various contents are placed, displayed, separated, or categorized on the website. The followings are the results:

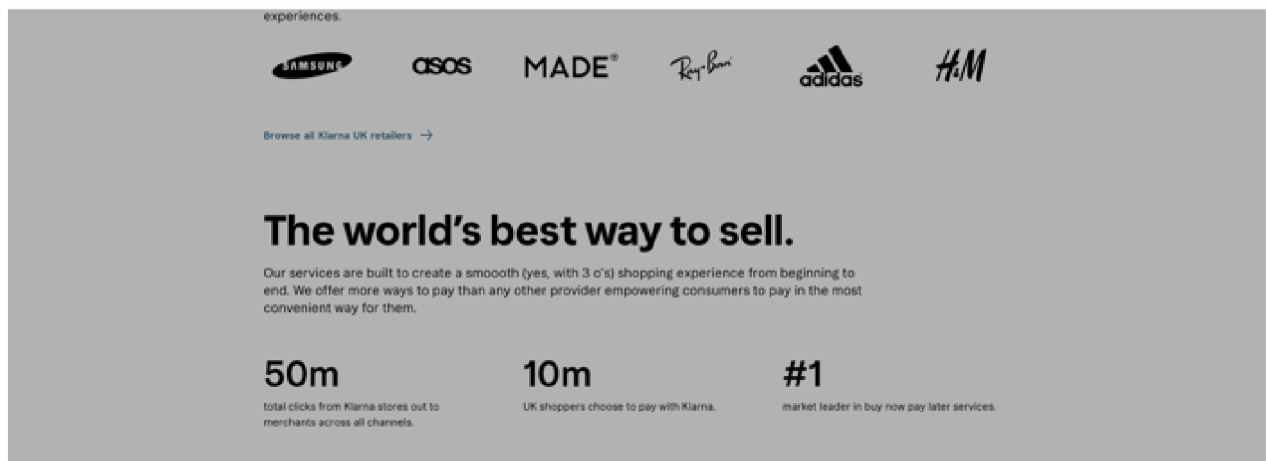
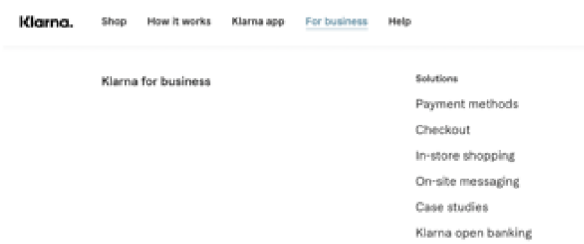
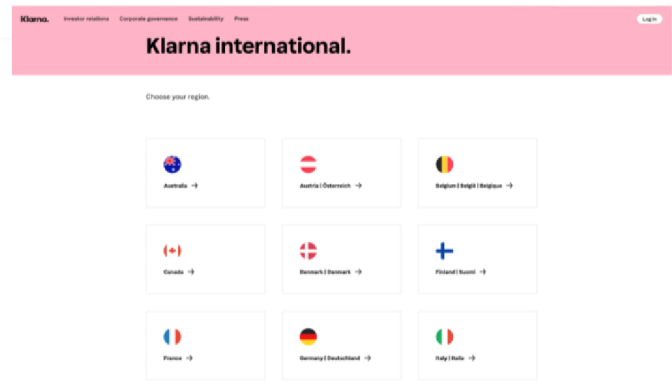
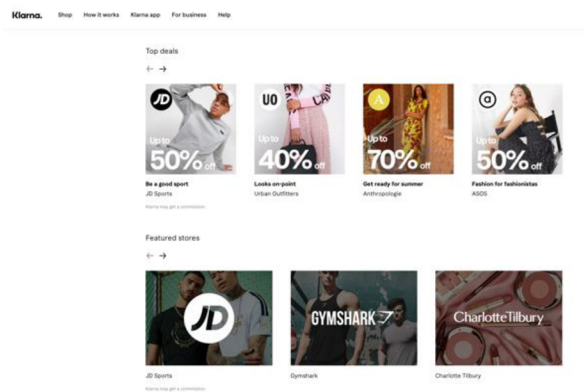
- 1. Robinhood (2021A,B):** Providing an investing platform, Robinhood includes a ton of instructive and insightful tools and detail information to support their potential consumers whether they want to invest or to just start learning about investment. In addition to its smooth website navigation as an advantage, Robinhood does a wonderful job with incorporating various colorful graphics on various section of the website such as on their main page and “Learn” section.



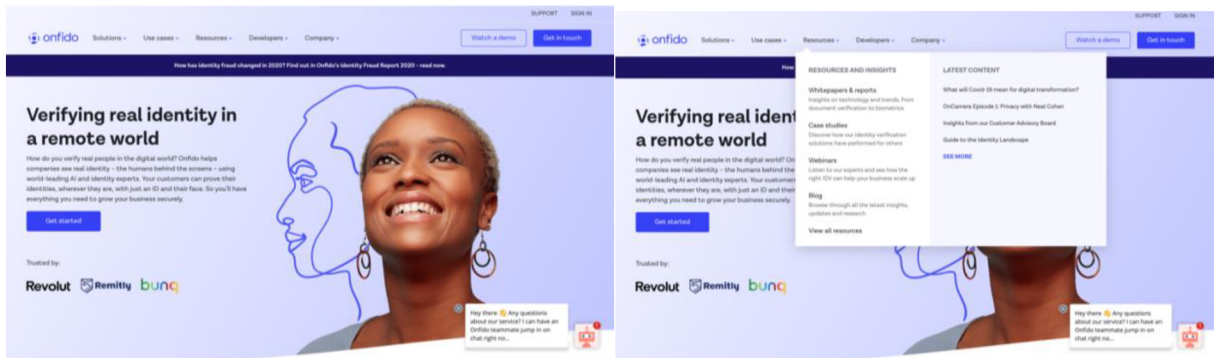
2. **eToro (2021A,B):** eToro is one of the most resourceful websites. Each main section displays clearly on the landing page, containing several sub-sections. Every instrument offered by the company, various piece of information about the company, privacy policy, and “Support” and “Learn” are described separately in details, making the navigation through the website less complicated. With such a characteristic, the website viewers will be able to not only save more time finding information they need but also receive help or support on time.



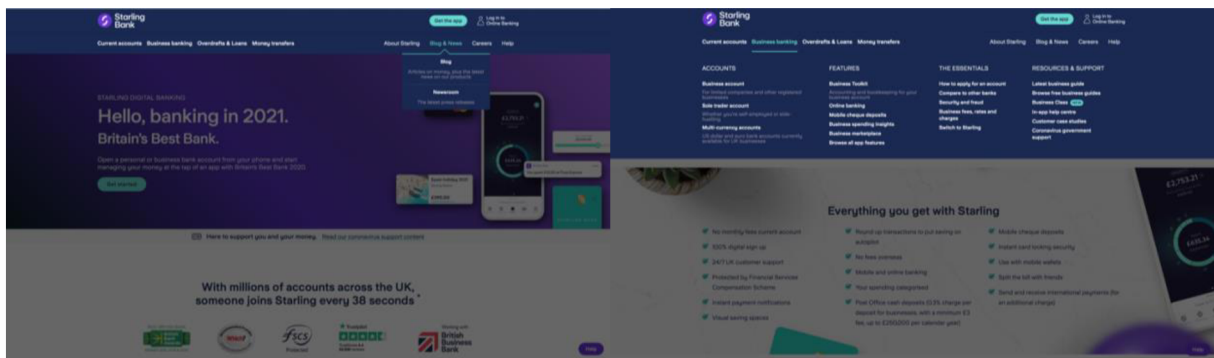
3. **Klarna (2021A,C):** As an international company, Klarna has the website designed in eighteen versions in different languages according to the regions of the users. The website has a unique design with simple and minimal look, yet it is very intuitive. The individual customers and business partners sections are distinctly divided with a ton of necessary resources. The viewers can also experience a smooth navigation throughout the website.



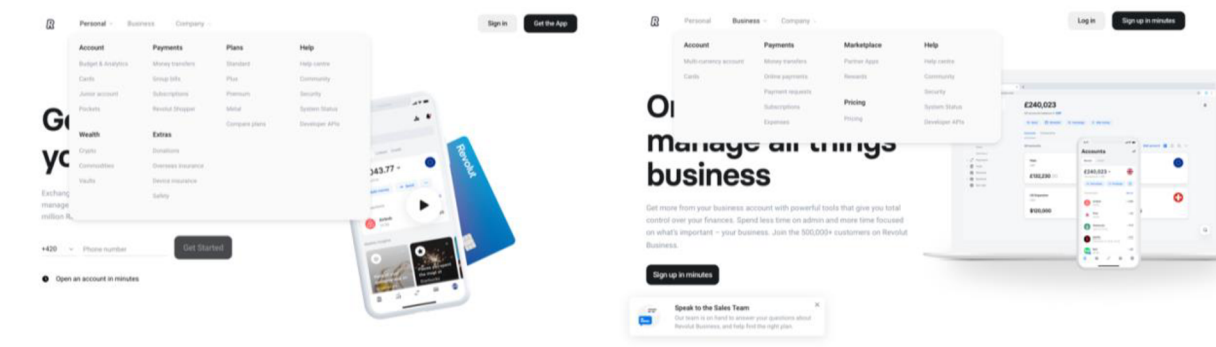
4. **Onfido (2021A,B,C)**: similar to others, Onfido has a great website design and also a quality website, not to mention also its huge informative resources in its “Content Hubs” section, which incorporates a plenty of white papers, reports, news updates, case studies, webinars, blogs, videos and workflows, datasheets, and infographics. All these features of Onfido are important content marketing elements for building clients’ trust and confidence. Onfido is known as a great example of B2B FinTech when it comes to developing effective B2B Fintech marketing strategies (Araminta, 2020).



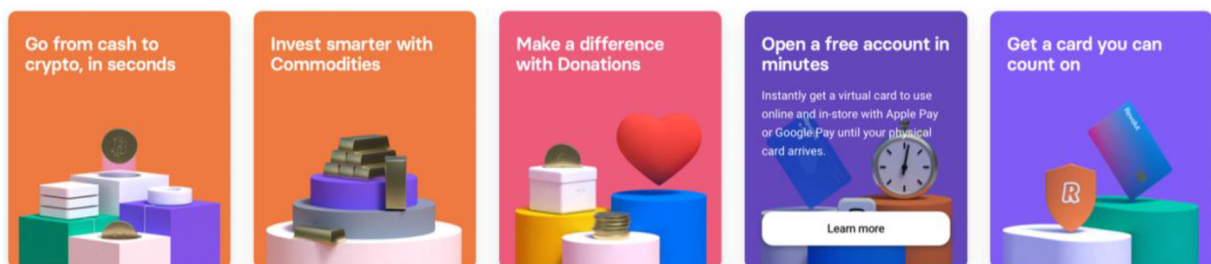
5. **Starling bank (2021A):** the main page of the website tells assorted small piece of information about the company; it briefly describes the company (Starling Bank) in different ways. Landing on the main page, the visitors can find links to several contents such as customer reviews, Starling Bank stories, blogs, and a quality survey. Thanks to this, the customers save time looking up for those contents, which may be buried somewhere else under some other sub-sections. To not be overloaded with too many sections on the top bar of the website, only the main products or services are listed there, and with a click, a variety of details regarding that products or services show up. Starling Bank also does a great job with the website design, speedy website navigation, and content arrangements on the website.



6. **Revolut (2021B):** directing at both type of clients, the website of Revolut is mainly sectioned into Revolut personal (for individual clients) and Revolut business (for business clients). Similar to Starling Bank, the main page of the website also features various short information about the company and the offered solutions by Revolut, a link to sign up for an account, and two constantly running bars- one containing numerous Revolut-related topics with link included and another is the collection of feedbacks from the users. Appearing with the simplicity and minimum web design, the website is also convenient to clickthrough and very resourceful. Each section is written in a short simple way using less text and unanimated graphic to explain the products or services, and each of them ends with few “Frequently Asked Questions” related to that specific products or services.

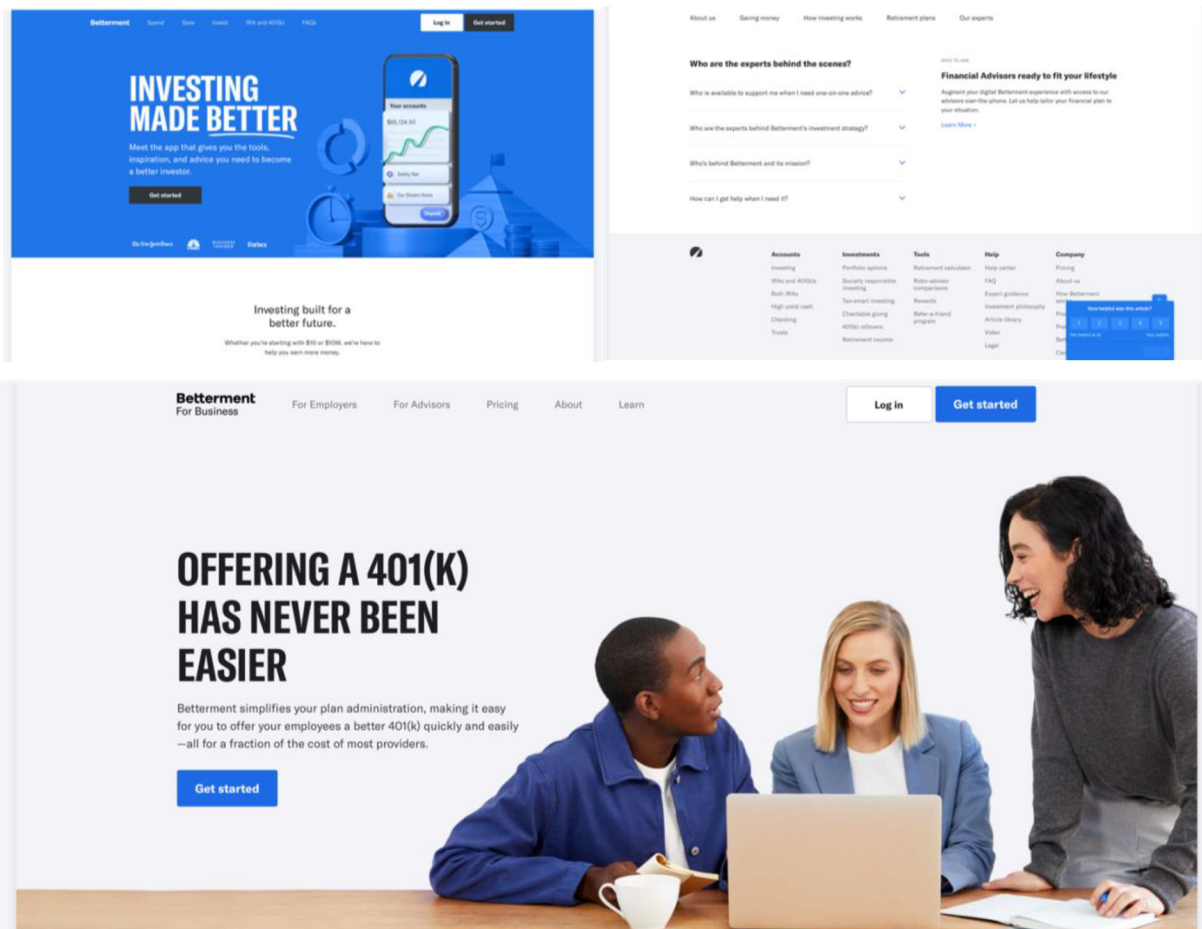


Your whole financial life at your fingertips



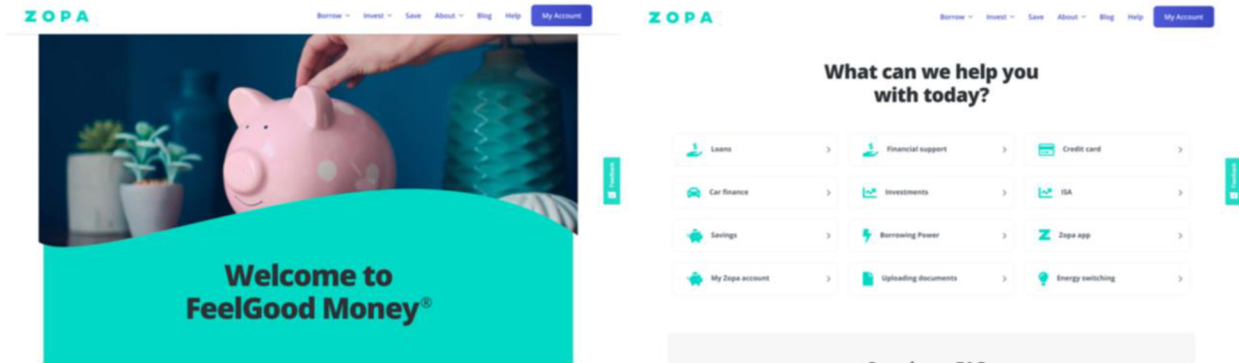
7. **Betterment (2021A,B):** An insightful website of Betterment comes with a plain and neat design. The company launches two websites- “Betterment,” which is for individual clients, and “Betterment For Business,” which is dedicated to employers and advisors. Each contains necessary contents with information that serve the interest of the directed

groups. The titles for each section are displayed clearly on the main page of the web, making it easier for the visitors to navigate the website and find the information they need. Furthermore, various useful contents can be found accordingly in both websites in “About,” “Help,” “Resource,” or “Learn” sections. Especially, Betterment also includes some useful financial tools, which is not usually included on other FinTech companies’ website, for individual consumers on its website.

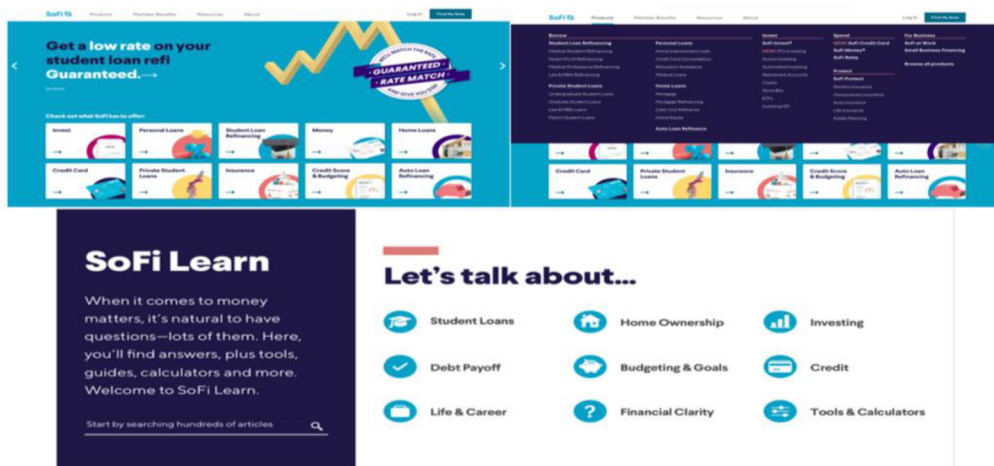


8. **Zopa (2021B,D):** in addition to having a wide range of educational contents on its blog (Zopa Blog), Zopa’s website is simple, easy to navigate, and engaging, offering customers a great using experience. At every landing page, a small clearly visible icon “Feedback” is placed at the right side, and with only a few-seconds click on it, customers are able to send a quick feedback to the company. This is a very creative and smart way

for Zopa to get reviews, reactions, or opinion from customer’s side. What is more, at the “help” section, Zopa perfectly arranges a ton of topics based on their contents in a very nicely visible, tidy, and minimal space-taking way. It takes an-easy-to-navigate website into another level, which helps customers save more time while searching for what they are looking for.



9. **SoFi (2021A,C):** due to the offering of a large range of financial products, SoFi is expected to have all the necessary information regarding each product ready on their website. Giving the first glance at the main landing page of the website where various Sofi’s products are featured on the top, the viewers can easily proceed to check out those products. Moreover, not only the website has a beautiful design, the “Products” section, and a ton of insightful contents in the “Resources” section are also gorgeously and tidily arranged, which make it easier for the visitors to click across various sections and access more contents.



5.2. Qualitative analyses of individual contents

To further understand how well the researched FinTech companies perform their content marketing, we are going to examine various forms of contents incorporated on the companies' websites and other additional channels such as YouTube and Social medias, the purpose of those contents, and the way they are being organized.

1. Contents on the *Resource/Learn/Education* section of the websites

Blogs

Company	Description
Robinhood (2021C)	Official Robinhood blog is known as "Under the Hood." The blogs are frequently updated; each of them contains attractive and colorful images or live images or even videos along with a proper length of text. The latest ones are featured on the top of the section. Each of them addresses diverse and interesting topics to engage the readers.
Onfido (2021B)	Onfido's blogs include a huge range of insights, updates, and up-to-date news and research to fill up the customers with adequate necessary information.
Starling Bank (2021B)	Starling's blogs consist of mainly money-related topics and the latest updated news on newly released products of the bank. Each of them is nicely-written with entertaining and relevant content while being presented in a clearly visual look, not containing too much information.
Revolut (2021C)	Revolut's blogs are well-organized. With different categories being grouped, viewers can choose what kind of topic they want to read about. There are blogs about Revolut, Revolut Business, Academy known as "RevAcademy" consisting of diverse educational topics, "How to" topics, People, news, and an all-in-one section, where all categories are combined.
Zopa (2021B)	A huge source of information, news, and research are all in one place- Zopa Blog. Unlike other websites, there are separations for different type of sources. The contents are diverse, yet perfectly grouped. The readers can choose from wide range of topic such as Zopa products (Laon and Investment), personal money management, News and Zopain life, and

	Technology.
SoFi (2021D)	SoFi’s blog provides various tips and published news to guide their clients in their individual financial journey. The topics range from career advice to lifestyle, money, and frequently updated news.
Klarna (2021C)	Known as “Extra O Blog,” the blog contains up-to-date insightful information and ideas that help enhance customer’s smoothing experience while shopping, just like bringing an extra “O” to their day, and most of them take up to seven minutes of reading the longest. On the same page, there is an option for the visitors to choose what to read from various categories including news and information about Klarna, Klarna global updates, innovation, shopping trend, and even money-related topics.
eToro (2021B)	eToro’s blog is a part of its News and Analysis section, where various topics and some keywords (Tags) are displayed on the right side of the website, making it more convenient for the viewers to find the topic they want to read about. More insightful blogs and articles are also included as a part of eToro academy.
Betterment (2021B,C,D)	Featuring under the Resource and Help sections of its websites- Betterment, which is suitable for individuals, and Betterment for Business, which is dedicated mainly to employees, employers, and advisor clients respectively, are numerous precise and intuitive blog articles concerning various diverse topics targeting each group. There are also articles regarding investing at different ages and retirement plan, which are useful for all type of Betterment customers.

Guides

Company	Description
eToro (2021B)	At its Education section, a ton of insightful and intuitive financial market guides on investing and trading guides can be found at eToro Online Trading Academy. Those guides are professionally written in details to provide the readers a deeper knowledge of online trading and investing. The readers can also choose the levels and topics they want to learn about.

Robinhood (2021B)	As a part of “Investing basics” section, Robinhood incorporate a number of learning tools and guides in form of articles to raise the investing awareness of the readers.
Klarna (2021D)	On the website directing for business partners, Klarna include necessary intuitive integration guides concerning various aspects of the products and offers to help its partners walk through the process with Klarna.
SoFi (2021D)	“SoFi Guide to Investing Intelligently” or “Smart Investing Guide 101” includes tips to smart investing, basic investing concepts, investment strategies, and the reviews on the investment types. In the same Resource section, SoFi also includes “Medical School Loan Guide,” whose purpose is to help student save money and deal with student loan debt. Under SoFi Learn, there is another compilation of financial guides for different stages of life from starting college, work, and family, to working on wealth management, retirement, and accomplishing financial freedom. These guides aim to help people with personal financial management at different ages.
Starling bank (2021C)	Including as a part of its resources, starling does an incredible job by having on its website “Business guides,” where a huge variety of valuable guides for a business from setting up, going international, and planning in between.
Betterment (2021B)	To help guiding customers through some processes, Betterment also uploads some guidelines on its website such as Introduction guide to 401(k) for business customers, Stock market volatility guide, guide to set up new account, and other how-to guides.

Podcasts

Company	Description
Robinhood (2021B)	Robinhood snacks used to be a media company, known as “MarketSnacks.” It creates interesting and entertaining financial news, which have been called “Digestible Financial News.” Podcast marketing is a part of Robinhood snacks. Robinhood’s podcast is a 15-minute daily podcast, which the listeners can enjoy every morning during their commutes, free time, or even working out. Podcasts are available on various platforms such as Apple

	Podcasts, Google Podcasts, and Spotify Podcasts.
eToro (2021B)	Recently, eleven episodes of not-more-than-twenty-minute-long podcasts have been already published on eToro’s website. Furthermore, as a part of eToro’s trading school, eToro introduces them as “Digest & Invest” podcast, concerning the most current financial news. The purpose is to bring new digestible contents to allow the listeners to enjoy and acquire new knowledge from the discussions and analyses. The podcasts can be accessed without any registrations.
SoFi (2021D)	Known as “SoFi Daily Podcast,” the podcast platform of SoFi discusses the latest business and stock market news. To make it more convenient for customers to access to the podcasts, SoFi introduces various channels to their podcasts such as SoFi App, Apple Podcasts, Spotify Podcasts, and even Amazon Podcasts.
Starling bank (Apple Podcast, 2021)	Although not being shown directly on the website, in its “Blog” section, Starling bank has introduced “Starling Developer Podcasts,” which has been releasing in term of series (the latest one was series four) and is also available on Apple podcasts, consisting of so-far twenty-seven episodes. The podcasts involve the talks from Starling engineering team that give the listeners an insider access to the story and activities behind the bank.
Zopa (2021C)	What make Zopa’s podcast- Your Real Money Stories Podcast- unique than others are the focus of this podcast on the real private financial life stories and money topic that people are curious yet afraid to talk about. The podcast is known to be anonymous, honest, and real. It is available on Spotify and Apple podcast.
Onfido (2021B)	As a part of Video Resource, Onfido’s platform for podcast is known as “OnFraud Podcast,” which so far consists of five episodes. The podcast discusses trends, updates, insights, and development of fraud around the world in order to give people deep insights on the topic.

News/newsroom

Company	Description
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eToro (2021B)	News and Analysis is a part of eToro Education section. This section contains frequently updated financial news and analysis with some featured articles on the top. Most of them are written in details, attaching with graphs and data for explanation. On the left corner of the section, there are lists of topics, tagged keywords, and few popular latest posts. Thanks to this, the viewers can sort out and quickly find what they want to read about.
Starling Bank (2021D); Onfido (2021B); Revolut (2021D)	Newsroom is meant as a space for new press releases, where various latest presses are published to keep the readers updated.
SoFi (2021E)	SoFi daily news is news platform that allows the audience to catch up with daily updates in financial world.
Zopa (2021B)	Under section “Blog”, “Inside Zopa” is the section where there are news and press releases uploaded.
Betterment (2021E)	Newsrooms include publications from other medias and a collection of few recent and notable articles about Betterment.
Klarna (2021E)	Landing on the main page of Klarna, the visitors can simply click on “Press,” a section with hundreds of news. The visitors may click to read news from a specific country, for example: UK news or US news, or browse general news. Moreover, there is also a link to access Klarna’s regulatory news from different consecutive years.
Robinhood (2021B)	Daily digestible financial news is a part of Robinhood snacks. Instead of calling it news, Robinhood calls it snacks. Without having to visit the website, the customers get the option to just subscribe freely to the three-minute newsletter with fresh financial news sent to their emails.

Reports

Company	Description
Onfido (2021B)	Various reports and Whitepapers on Onfido’s website provide deeper insights on technology and trends in the areas from documents verification to biometrics analyses.

Starling bank (2021E&F)	Starling Bank has them all- Annual reports, Reports, and even Booklet. Every year, Starling bank updates their annual reports along with a letter from the CEO. It provides not only a wide source of information of the bank's improvement over the years, but also demonstrates through a letter about how it cares and has grown. On the top of that, there are other reports and an amazing booklet about the money talks between with men and women. The booklet comes from the corporation between a writer and a comedian, consisting of interactive and fantastic illustrations.
Klarna (2021C)	As a part of its Extra O blog, Klarna has included two reports regarding an incident, which was about a configuration error on Klarna app occurred on May 27 th , 2021. The details in the reports include timelines of the whole incident, the root causes, and remediations. With this report, Klarna proves its sincerity toward its clients and its determined responsibility to protect the privacy of its users.
Revolut (2021E)	Revolut incorporates on its website yearly insightful Annual and Financial Statement reports from year 2014. The reports stand as a credible and valuable source of information especially for business clients, partners, and investors.
SoFi (2021D)	Under Sofi's Blog section, the visitors may find also annual "Year in review" reports, which give insights on the development of the company compared to the previous year. The reports are based on internal data and survey results from SoFi members across the U.S. and more than 1000 general consumers, whose ages are between 24 to 73.
Betterment (2021F,G)	Betterment includes "Brokerage Financial Statement," which addresses mainly the financial condition of the company. Another "Consumer Financial Perspective Report" provides insights on the effects of the 2008 crisis affecting the financial attitudes of today's consumers.

Case studies

Company	Description
Klarna (2021B)	Business clients have a possibility to check a number of case studies to find

	out the experience of other brands and companies who use Klarna to improve their business. There are currently eighteen case studies in the Resource section of the website for business customers (accessed on 19.07.2021).
Onfido (2021B)	More than forty case studies with different companies are featured on the Resource section on Onfido’s website. Onfido features few samples of case studies of its clients on the main page of the website, making it more visible. Under it is a button that links to the main section of case studies. Moreover, the website visitors also have options to choose cases and industry in which they want to read the related case studies. Thanks to those case studies, business clients can find out how identity verification solutions of Onfido have been carried out by others.
Betterment (2021C,D)	Case study is not categorized in one place and is usually in different main sections of the Resource section of each website- individual, business, and advisors. In Advisor Resource, Betterment includes various case studies written in Q&A format between Betterment personal and representative of other companies. More case studies can be found in Betterment for Business as well. The contents are the most useful for business clients and advisors.

Customer reviews and testimonials

Company	Description
Robinhood (2021D)	Robinhood believes in their ability in positively changing people’s opinion on personal finance; therefore, it has included a short story of and reviews from their different age clients.
Starling Bank (2021A, B)	On the landing page of Starling bank, the viewers will be able to find reviews from around 19,057 customers (accessed on 22.1.2021). The number of reviews is frequently updated. Review is just as important as testimonial where the customers give the feedback to the company from their own experience. Starling is rated 4.5/5, which indicated a high level of customer’s satisfaction. Moreover, under its blog section, Starling also incorporates a so-called “Small Business Success Stories,” which tells updated stories of Starling business customers and entrepreneurs. So far, there are more than

	seventy different stories.
Revolut (2021B)	In addition to a huge source of information provided, Revolut includes on most of its sub-pages of the website a running bar with reviews from different customers. It captions the title of these reviews “Don’t just take our word for it,” which makes it creative and sounds more convincing.
Zopa (2021A)	Reviews of 15,468 customers (accessed on 11.3.21) are perfectly placed on the website; its visibility can easily capture the attentions. In addition, unlike others, Zopa has also demonstrated the awards (Best customer service 2018, Most Trusted P2P platform, Best Personal Loan Providers, and others) it has achieved so far for each year since 2017. Good reputation often builds trusts.
eToro (2021A)	In addition to almost 4000 reviews which, as a result, rate eToro 4.78 out of 5 (accessed on 11.3.21) and to make the platform more convincing, eToro also includes positive feedbacks it received from famous media (Financial Times, Bloomberg, CITYA.M, and The Telegraph) about its trading and investing platform.
Onfido (2021B) Klarna (2021B)	Reviews are made in form of case studies. Onfido has integrated more than forty case studies while Klarna has so far eighteen business case studies.
Betterment (2021E)	Instead of featuring customer reviews, Betterment only integrates good words from famous media, which can be found in its Newsroom section.

Other contents

Company	Description
Robinhood (2021B)	<p>Robinhood’s “Learn” section, is subdivided into other three further sections: Investing basics, Library, and Snacks.</p> <ul style="list-style-type: none"> • Investing basics: include different articles introducing basic components of investing such as what an investment, a stock, or stock market is. It helps new investors gaining investment knowledge from the scratch. • Library: with the uses of effortless and understandable English along with an extremely huge range of interesting contents of each article, the readers can enjoy learning more about investing. • Snacks: refer to a dose of financial news. Subscribers can enjoy both

	daily podcasts and newsletters just like the way they would enjoy having snacks.
eToro (2021B,C)	<ul style="list-style-type: none"> • Trading academy: eToro’s Trading School indicates eToro’s efforts in developing their content marketing to raise awareness of investing and trading topics. Each learning resource in this section is neatly categorized by contents- courses (blogs), webinars, podcasts, guides, by topics- stock, crypto, investing, and trading, and by levels- beginners and advances. This will also save time of the website visitors and reduce the complexity of finding the right contents to go with. • Support sections: eToro’s support sections include Help center, which has the same feature like FAQ; however, it also allows the website visitors to make a request (through sub-section “customer service”) or a complaint if needed. In addition to Help center, the visitors can access other various How-To FAQ.
Klarna (2021B)	In addition to case studies, the Resource section for business clients also consists of other useful contents such as marketing resources, demo store, developers’ portal, and partner directory, and Support section where there are numerous related questions answer that might concern business customers.
Onfido (2021B)	<ul style="list-style-type: none"> • Datasheets and infographics: More than datasheets published with brief information and simple design, its infographics also contain insightful contents made in form of comic strips, allowing the readers to better comprehend the information. • Product demo: the visitors may find an icon “Watch a demo” on the top bar of the website. Demo videos by Onfido involve the process of helping customer walk through real identity verification solutions.
Betterment (2021B); Robinhood (2021E); Starling	<ul style="list-style-type: none"> • FAQs- Frequently asked questions: is well-categorized by topics and organized in groups. In this way, it is easier and faster for the visitors to get the answers they want by just quickly selecting the groups or topics.

<p>Bank (2021G); SoFi (2021F)</p>	
<p>Betterment (2021B,C,D)</p>	<ul style="list-style-type: none"> • Article Library: is full of expert-written articles. On the top, a search bar is included, allowing the readers to just type searching for the topic they want to read about. • Videos: videos that are included in different articles will show up here. It is a list of video with diverse contents. • Resource on website is described in the form of Q&A so the visitors can easily find the questions and read the answers. This section contains sub-sections with questions and answers of topic related to Saving (along with recommendation steps), Investing (along with suggested reading articles), and Retirement plan (along with Calculator and other tools for projecting retirement income). • Tools: after opening account with Betterment, customers may enjoy extra tools such as Retirement planner, Goal tracking on money, All-in-one financial dashboard, and Robo-advisers, which helps customers with investment portfolio and time-saving automation. Furthermore, the business customers can also request for demo plans. • <u>Betterment For Business</u> is a separated website for business customers-employers and advisor. The resources are divided separately as Employee resources, Employer resources, and Advisor resources. In Advisors resources, the contents contain articles, stories, press released, webinar recordings, and case studies, which may help advisors improve their business and enhance financial lives of their clients. Other resources sections for employers and employees include blog articles, 401(k) glossary explaining important terms, Retirement Planning by Age, and a link to video guides.
<p>SoFi (2021D)</p>	<ul style="list-style-type: none"> • Tools and Learn: one of the good points that most of other Fintech companies' website miss but not SoFi is the website's section for <u>Tool</u>

	<p><u>and Calculator</u>, which allow the customers, in a very convenient way, to estimate and calculate their finance so that they can get a wider overview of how their future financial status look like. Those variety of tools include student loan calculators, investment calculators, debt payoff tools calculators, and budgeting and saving calculators.</p> <ul style="list-style-type: none"> • SoFi Learn: a platform with tools, guides, calculators, answers to various questions about money, and more. The platform is divided into two main sections: <p>Financial Topics: a collection of financial articles about Student loans, Home Ownership, Investing, Debt payment, Budgeting, Credit, Life and Career financial plan, and Financial Clarity.</p> <p>Life Stages: a compilation of various financial recommendation and guides for different life stages to help people manage their financial journey better.</p>
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2. Newsletters

Company	Description
Robinhood (2021B)	Newsletter is another element of Robinhood Snacks, serving for informational purpose only. This daily “Three-minute newsletter” is another snack of the day where the subscribers can expect to get through their emails and enjoy the newest financial news.
Starling Bank (Araminta, 2020)	Known as “The murmur,” Starling Bank’s newsletter comes with various topics with relevant contents.
SoFi (2021E)	Upon subscribing for SoFi daily news, the customers will receive daily. latest news in their emails.
Onfido (2021D)	Customers can opt for the Newsletter sign up option to receive new updates on Identity landscape, new trends, and the latest news.
Klarna (2021F)	Klarna has a so-called “Merchant newsletter” which is directed for its business clients. The newsletter includes news, insights and resources for merchants.

3. Surveys

Company	Description
Starling Bank (2021H)	One of the best jobs Starling Bank has done is including on its website a survey with updated results every six months, in August and February. The survey is set to be one of regulatory requirements in which approximately a thousand of people in UK from each of the nine-teen biggest current account providers have participated. The latest survey was published on February 2021 (accessed on 11.3.2021) and participated by 17,069 people. Based on the result, the readers can compare the quality of services of different companies.
SoFi (2021D)	As a part of its blog, SoFi has carried out various surveys concerning trending topics in term of financial aspect such as financial literacy, health and financial concerns during the Covid-19 period, and other related issues.

4. Videos

Type of video	Description
eToro (2021B & YouTube, 2019)	<ul style="list-style-type: none"> • Online Financial webinar: eToro offers live Online trading courses, Weekly outlook webinars which discuss potential upcoming economic events, and Market Watch webcasts that cover new trend and potential investing opportunities for the participant to catch up with. To participate in one of these upcoming live events, the audiences can register on the website. Other tutorial videos allow new users to learn to trade, showing them every stage from how to verify eToro account to how to use charts and watch list, set an order, and close trades. • Video ads: most of eToro’s video advertisement involve storytelling concepts. With entertaining, realistic, and funny contents of those videos, eToro is slowly turning a topic of investing to be more comprehensible and favorable even for new investors. A proper length of video and their interactive contents allow eToro to explain and marketing themselves in a very creative way.

<p>Klarna (Araminta,2020; Contentworks, 2020; YouTube, 2018; YouTube, 2019)</p>	<ul style="list-style-type: none"> • Video campaign: When it comes to video content marketing, one of their most famous and successful campaign of Klarna was “Smooth Dogg campaign,” casting an influencer Snoop Dogg, who is a rapper. The campaign promoted the idea of a smooth shopping, and it was considered a huge success for Klarna. The video campaign went viral as a result of Klarna’s amazing job with creating visually attractive, eye catching and entertaining, colorful, and interactive video with chill hip hop music background. Another commercial video “Klarna: The best smooth” convey its “Smooth payments” message through a half-minute amazing and relevant video content, which entertain the viewers’ eyes and may even keep them watching till the end.
<p>Onfido (2021B)</p>	<ul style="list-style-type: none"> • Webinars: by filling some information, the customers are able to watch webinars directly through Onfido’s website. The discussions from experts allow the business customers to learn more about how can identity verification solutions from Onfido are able to help improving their businesses. • Videos and workflows: include various intuitive videos, Onfido’s product demo and workflow videos, interviews, OnCamera episodes from different experts, and OnFraud Podcast, which so far consists of five episodes.

5. Storytelling concepts

Company	Description
<p>Starling Bank (2021A)</p>	<p>Story of the Bank: Starling Bank tells a story behind the name “Starling,” which is actually inspired by the Staling Bird whose characteristics match with the desired qualities (sociability, adaptability, friendliness, and supports) of the Bank, which Starling wants to express through their content. <i>“It also works as a part of a team to make something as complex as a murmuration feel beautifully simple. Plus, it is a rather successful bird, which arrives in huge numbers in each new territory and displaces the old guard,”</i> according to what Starling Bank (2021) mentions on its website.</p>

<p>Zopa (Vizard, 2019)</p>	<p>Story of the Zopa: Adding to other qualifications, Zopa is also great at telling stories. As mentioned in its official website, both of Zopa’s businesses- bank and P2P business- are inspired by actual real-life stories of its different customers. Moreover, an interesting and inspired story behind its “The FeelGood Money Company,” as explained by Gambardella, who is a chief customer office, is about dealing with the people’s trust around money issues - both for Banks and Individuals (Vizard, 2019).</p> <p><i>“Whether you have money and you’re worried about it being invested in the right place or you don’t have money and you’re worried about needing to borrow, this anxiety around ‘have I got the right product and the right money in the right place’ is fairly common,”</i> she explains.</p> <p>Therefore, Zopa’s contents aims at getting rid of those negativities and unsecured feeling that people have about money and make them feel good around it, knowing that they have made a correct decision. She added that “That’s where FeelGood Money starts to make a huge amount of sense to us as a brand positioning that encompasses all our differentiators,” (Vizard, 2019).</p>
<p>eToro (YouTube, 2019)</p>	<p>One of their video advertisements titled “Don’t Trade Like a Joe” tell the story of two investors, Simon and Joe. Simon uses eToro online trading platform to invest with zero commission while Joe prefers to trade with bank which he has to pay commission for any buying or selling of stocks. The video shows how eToro users can buy and sell stocks, follow market’s movement anytime anywhere, or use eToro copytrader on eToro online mobile apps while the traditional investor has to make a call to the agents whenever he does something on his trading portfolio.</p> <p>Most advertising videos of eToro involve various concepts of realistic and interactive storytelling as its ways of introducing eToro to their audiences. Those less than a minute video can indirectly convinces people to invest.</p>

6. Social media contents- examples of great social media contents

Company	Description
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<p>Starling Bank (Twitter, 2021)</p>	<p>(Twitter content) Promoting business on social platforms help saving the costs while engaging more audiences. This is also what Starling Bank is doing. By using Twitter, a platform known for building customer awareness of the brand and connecting business with its followers and influencers, Starling shares engaging, captivating and educational contents. Eighty percent of Twitter users mention a brand in their Tweets, fifty-four percent would take an action after seeing advertisements of brands on Tweets, and the younger users are the most active group (Twitter, 2014).</p>
<p>Revolut (Instagram, 2021)</p>	<p>(Instagram posts) Revolut’s contents on Instagram stand out due to their visually attractive and colorful features. Most of them are photos of places, usually posted along with just a few lines of caption to convey the main meaning that customers can use their RevolutApp at that captured locations. Once in a while, beside places, they also update new features of the apps, Revolut cards, and other interesting facts about Revolut such as “1 NEW USER, EVERY 5 SECONDS.” Each post contains minimal yet attractive design, usually with just a line of phrase. Since Revolut mainly targets millennials, platform like Instagram is a powerful place to present new products as eighty-eight percent of millennials are daily social media users.</p>
<p>Zopa (Instagram, 2021)</p>	<p>(Instagram- Infographics) Zopa, although with a little engagement on Instagram, has done an amazing job with producing creative and educational contents- infographics with comic strips. Zopa simplifies a boring and complex topic of finance into a fun topic through infographics filled with lovely cartoon drawings while making contents engaging and informative.</p>

6. DISCUSSION

6.1. Summary of the main results

Content marketing can be presented in different forms, and companies utilize the forms of contents that represent the groups of their prospective targets. Through delivering the right types of contents to the right targets, a company aims at strengthening its relationship with existing and new customers and building the brand reputation. While conducting strategies for content marketing, FinTech companies need to perform some analyses. As a result of our qualitative analyses, we have drawn some of the following conclusion.

First and foremost, proven by the previous study of content marketing employed by today's FinTech companies, we have observed that "Website" has been used as the main platform of content marketing. How it is organized defines the extent to which the customers can relay their trust on and can expect from a FinTech company. It is also a main and crucial platform for a FinTech company to provide as much information as it can to inform, educate, and engage with its prospective audiences through publishing resources in various forms of contents. When first landing on the FinTech companies' websites, the visitors may notice the simplicity of website design and the convenient navigation process throughout the website, and more importantly, a wide range of resources.

Secondly, each content has its own purposes and usefulness. Written contents such as blog articles, guides, reports, booklets, whitepapers, and Q&A serve as guidelines and insightful sources of information for potential audiences. According to HubSpot's finding, Blog is preferred by eighty-nine percent of the content marketers today (HubSpot, 2021). As essential as others, newrooms, newsletter, or weekly outlook webinar are created to keep the audiences updated with new trends and necessary updates; infographics with comic strips or comprehensible knowledge help them learn new information faster and gain a better understanding of the messages that the companies are trying to convey or promote. Furthermore, we acknowledge that good customer reviews or testimonials and case studies, which are contents directly generated from customers, are content type that significantly add additional incentives to assist and speed up other customers' purchasing decision. While FinTech can be appealed as complicated and unfavorable topic for some potential groups, companies such as **eToro**, **Onfido**,

and **Robinhood** take a step further and offer various webinars, videos such as tutorials, workflows, and interview videos, trading academy that offers intuitive online courses, and digestible podcast content (**Robinhood** refers it as a financial snack) to make sure that their audiences have all the accesses to necessary information and learning resources. At the same time, **SoFi** and **Betterment** provide additional planning and calculating tools for their customers to assist them in estimating and managing their finances. All these contents assist customers throughout their buying and decision-making stage, and companies are putting more efforts to make contents as accessible as possible.

Contents	Companies	Betterment	eToro	Klarna	Onfido	Revolut	Robinhood	SoFi	Starling Bank	Zopa
Blogs		✓	✓	✓	✓	✓	✓	✓	✓	✓
Guides		✓	✓	✓			✓	✓	✓	
Podcasts			✓		✓		✓	✓	✓	✓
News		✓	✓	✓	✓	✓	✓	✓	✓	✓
Reports		✓		✓	✓	✓		✓	✓	
Case studies		✓		✓	✓					
Reviews		✓	✓	✓	✓	✓	✓		✓	✓
Newsletters				✓	✓		✓	✓	✓	
Surveys								✓	✓	
Webinars			✓		✓					
Extra tools / Other contents		✓	✓	✓	✓		✓	✓	✓	

This figure shows the types of content marketing implemented in each researched company based on what we have found through qualitative analyses in the section 5.

Thirdly, when defining the type of content marketing adopted in term of the type of customers targeted by company- B2C and B2B, we have come to a conclusion that:

- **B2B targets:** **Onfido**'s contents include blogs, reports, whitepapers, podcasts, webinars, and more than forty case studies. It also offers demo videos, workflows video, interviews, datasheets, infographic, newsletter, and newsroom as a space for its customers to receive updates. This has proven that in addition to having all the necessary instructive contents

for B2B clients, Onfido also integrates other supportive contents to raise customers' awareness about company and its expertise area of Identity Verification solutions. As a result, Onfido seems to have done a great job with its content marketing and is also one great example of B2B FinTech not to also mention its position as one of the worldwide Top FinTech companies. According to Keniston (2016), eighty percent of business clients would read an article rather than an advertisement, and instructive contents such as case studies, white papers, reports, webinars, and interviews are mostly preferred by B2B customers (Araminta, 2020). In alliance with Content Preferences Survey Report in 2018, Case studies was known as the most useful content as denoted by seventy-nine percent of B2B users (respondents) while Reports was considered by sixty-nine percent of B2B users as the most trustworthy source. This report from 2020 also showed that the majority of B2B buyers used at least three contents before reaching out to a salesperson.

- **B2B and B2C targets: Klarna, Revolut, Betterment, Starling bank, Zopa, and SoFi** target both individual and business customers. SoFi is included in this category since it also provides finance for small business. All of these companies, except for **SoFi** and **Zopa**, have a separate website particularly for their business customers in addition to the websites for the individual customers. The resources incorporated on both websites are slightly different as the contents provided there are to represent the interests of each customer group.
- **B2C targets: Robinhood and eToro's** main target customers are individual or general customers. Unlike B2B FinTech that deals with business clients who mostly are already equipped with FinTech knowledge, the main jobs of B2C FinTech companies are to raise customers' awareness and be ready to educate and give as much intuitive information as possible to earn their customer trusts. Instead of using Case studies, these companies use less complicated contents- short customer reviews and customer stories. They also use other relevant educational contents such as blogs, digestible podcasts, digestible news, newsletters, many instructions-giving, explanation, and tutorial videos, basic or introduction guidelines, additional library section for explaining financial terms, trading academy, and other how-to Q&A. Recently, eToro's trading academy, which used to hold also physical classes, brings out more forms of online video contents. Video surpasses

other forms of contents and dominates more than sixty percent as the most used media in content marketing (HubSpot State of Marketing report, 2021).

Last but not least, in term the efforts the companies put in making its website as resourceful as possible, we can also conclude that all the above researched companies are not just the top FinTech companies, they also do a great job with their content marketing. According to our summarized figure, the researched companies with the most resources are Onfido, Starling Bank, Klarna, and SoFi.

Contents	Companies	Betterment	eToro	Klarna	Onfido	Revolut	Robinhood	SoFi	Starling Bank	Zopa
Blogs		✓	✓	✓	✓	✓	✓	✓	✓	✓
Guides		✓	✓	✓			✓	✓	✓	
Podcasts			✓		✓		✓	✓	✓	✓
News		✓	✓	✓	✓	✓	✓	✓	✓	✓
Reports		✓		✓	✓	✓		✓	✓	
Case studies		✓		✓	✓					
Reviews		✓	✓	✓	✓	✓	✓		✓	✓
Newsletters				✓	✓		✓	✓	✓	
Surveys								✓	✓	
Webinars			✓		✓					
Extra tools / Other contents		✓	✓	✓	✓		✓	✓	✓	

6.2. Interpretation of the results and comparisons with others studies

- Interpretation of the results

For any products to grow on market, an innovative feature of a product is not fully enough without a great marketing and well-planned strategy. Content marketing contributes greatly in building up the brand awareness and establishing a long-lasting relationship between the FinTech service providers and the users. Despite various negative impacts, a year of pandemic might have been a great period for FinTech to prove itself as, for instance, through a massive shift from physical-based financial solutions to contactless financial adoptions. More FinTech solutions are being introduced to facilitate people's financial life. Although among all the users, millennial has appeared to be the generation that is the most open to new financial solutions, FinTech

companies are proving themselves to be a reliable partner with other generations as well through its efforts in providing more educational contents to reach out to different target groups. Their contents can be in various forms, namely blog article, reports, guides, surveys, case studies, and white papers. Some companies also provide a daily newsletter, podcast explaining financial news in a very comprehensible way, and webinar for audiences to join discussion with experts. In other word, FinTech companies are producing more of high-quality, engaging and educational contents to raise FinTech awareness and transform what many people consider as a complicated topic to be more appealing and open topic. Along with contents, FinTech companies also work on developing content marketing strategies to exploit the maximum utilizations of the contents published, especially to make sure those contents served its right purpose and the purpose of the businesses.

- **Comparison to other studies**

In comparison to other two similar studies conducted by different authors; we have achieved the following results:

1. Topic: A digital marketing strategy in a FinTech start-up: Advicefront

Project for master's degree by Rita Isabel Lanca dos Santos (2018)⁵

About the Study: Advicefront is a Portuguese start-up FinTech specializing in providing software planning solutions. The projects involved the construction of a marketing plan proposal for Advicefront, including strategic plan and operational plan from the perspective of each element of Marketing mix (Product, Price, Place, People, Process, Physical Evidence, and Promotion). As a part of their proposed communication plan, we have noticed that “Webinar” and “Newsletter” as two of content marketing tools have been mentioned to include with the purpose of bringing on new leads and driving more traffic to Advicefront’s blog. Moreover, among various proposed campaigns, one of them is called “E-book campaign,” which aims to have the most e-book downloaded and secure more email. In almost every campaign, “Blog” is mentioned as one of the required channels. In addition, one of the methods to collect the primary data was done through the interviews with employees of Advicefront and marketing manager of B2B FinTech start-ups. Among five B2B FinTech start-ups that were interviewed, three of them

⁵ https://repositorio.iscte-iul.pt/bitstream/10071/17909/1/master_rita_lanca_santos.pdf

whose main targets are B2B clients have strongly agreed that content marketing is their prioritized channel when it comes to the most influential channel to connect with clients. Another B2B company has claimed to use frequently email marketing, sometimes followed by webinars, events, digital marketing, and JMI (Joint marketing initiatives), believing their sales would drop without any of these channels. In addition, according to this interview, almost every B2B start-ups mention email marketing as one of the effective channels they use. In conclusion, out of various results obtained from the interviews with marketing manager of various B2B FinTech start-ups, one relevant result has demonstrated that with the help of content marketing along with email marketing and event, company can derive a greater return on investment. Content marketing, as mentioned by the author, plays a role as a vehicle that spread the awareness of the brand. “Building a strong content marketing strategy is recognised by all companies as a fundamental part of the marketing plan. It is often through brochures, case studies, blog posts, videos, and public relations that connections are established, and leads initiate the purchasing process” (Santos, 2018).

As a comparison, this study has covered a broader scope than ours as its main purpose is to come up with a whole and proper marketing plan proposal for a company while our study focuses mainly on identifying only content marketing. However, there are connections and agreements between both studies as we both have agreed on the importance and effectiveness of content marketing for B2B FinTech companies and have proved the significant role of content marketing channels (Blog, Webinar, Newsletter, E-book, case studies, videos) in a marketing plan.

2. Topic: Building brand trust with online marketing: a cases study of TransferWise A Bachelor thesis by Austin Grey Maxwell (2018)⁶

About the Study: The study deals with the practices of online marketing that leads to building trust among potential customers of TransferWise, which is known as one of the leading FinTech companies in term of peer-to-peer transferring services. The main objective is to find out the most effective trust-building marketing strategies and type of contents and also observe the

⁶ <https://digikogu.taltech.ee/testimine/en/Download/1127f69a-97de-4602-b658-9b8ec116a21f/Brndiusaldusekasvatamineinternetiturunduseabi.pdf>

involvement of the employees during the process. The main result in form of qualitative approach was breaking down into five themes- transparency and honesty as core values; social media and paid social; brand trust; creative team and customer stories; word of mouth and referrals. The result of each themes was achieved through the discussion among seven interviewees who are the employees of TransferWise whose positions are in marketing field. According to this study, paid social, word of mouth marketing, and content marketing are among the main trust-building strategies and methods of FinTech company, and customer stories are proved to be the most successful content. Morals and personality are considered top quality when hiring employee.

In comparison to our study, the study by Austin (2018) focuses generally on online marketing and its specific function of building customers' trust only, following by a case study of TransferWise. Despite not conducting a deep analysis on content marketing, this study has agreed with our study that content marketing is an important marketing tool for FinTech to enhance customer relationship and trusts, and customer stories (testimonials) are among the most influential content.

6.3. Study limitations and suggested future studies

First of all, it is important to note that this study focuses particularly on online content marketing, ignoring offline and traditional content marketing, which are still effectively used. Therefore, to have a full overview of successful content marketing, others detailed studies on offline content marketing should also be conducted. Other limitation also associates with methodology part, where the main platform we observe is the official websites of companies and only nine companies are selected for the research. Due to a large amount of FinTech companies in the industry, we have chosen only companies that would serve the best purpose for our study. Lastly, this study does not measure of the actual interactions between companies and customers over the contents published as those analytic data of customer interactions can be obtained only by the companies themselves. Future studies could explore the effectiveness of offline or online content marketing tactics or strategies in other fields of FinTech, compare how different content marketing works across various industries, or conduct a research on how effective offline content marketing is being implemented in today's world.

7. CONCLUSIONS

This bachelor thesis indicates how the massive growth of digitalization has taken content marketing a huge step further, not to replace but to complement the traditional content marketing way, which has already existed for decades, how content marketing has benefited companies particularly in FinTech industry, and how well those top FinTech companies implement their content marketing.

FinTech industry has grown so much over the past years and is on its way to make even a major shift in the industry. Hence, we could not resist but expect to see wider opportunities for new FinTech players to compete on the market, and most of them might come across the same targets. Those who know their targets and competitors well, not to mention also having right strategies in hand, will be able to conquer the larger market opportunities. Considering that people's awareness of FinTech is still limited, as a FinTech marketer, featuring on a company's website as many accessible contents with consistent, valuable, and relevant information as possible has never been more important than now, an era where information can powerfully influence customer buying decision. Alongside with a huge change in the upcoming FinTech trends, the marketer should embrace the changes as an opportunity to come up with new contents and updated strategies. Therefore, as a customer, we may expect more creative and effective content marketing strategies implemented by FinTech companies.

To conclude, the efforts of creating numerous high-quality contents and working on up-to-date content strategies to ensure the best possible distribution of various form of contents to different groups of potential audiences are generally within the main purpose of building up brand equity through raising the FinTech and brand awareness within a growing group of the potential customers, establishing a long trustful relationship with them and turning them into customers.

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Zadání bakalářské práce

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Studium: I1800539

Studijní program: B6208 Ekonomika a management

Studijní obor: Finanční management

Název bakalářské práce: **Obsahový marketing ve "FinTech" společnostech**
Název bakalářské práce AJ: Content marketing in FinTech companies

Cíl, metody, literatura, předpoklady:

Recommended structure: Introduction and goal, Literature Review, Methodology, Results, Discussion, Conclusion.

Objective: Identification of nature and patterns of content marketing implemented by top global FinTech companies.

Methods: Examination and analysis of the content marketing online environment of the sampled companies.

E-sources as Web of Knowledge, Scopus, and other relevant monographs or journal papers.

Garantující pracoviště: Katedra managementu,
Fakulta informatiky a managementu

Vedoucí práce: doc. Ing. Pavel Bachmann, Ph.D.

Datum zadání závěrečné práce: 15.3.2020