



# Marketing Guide

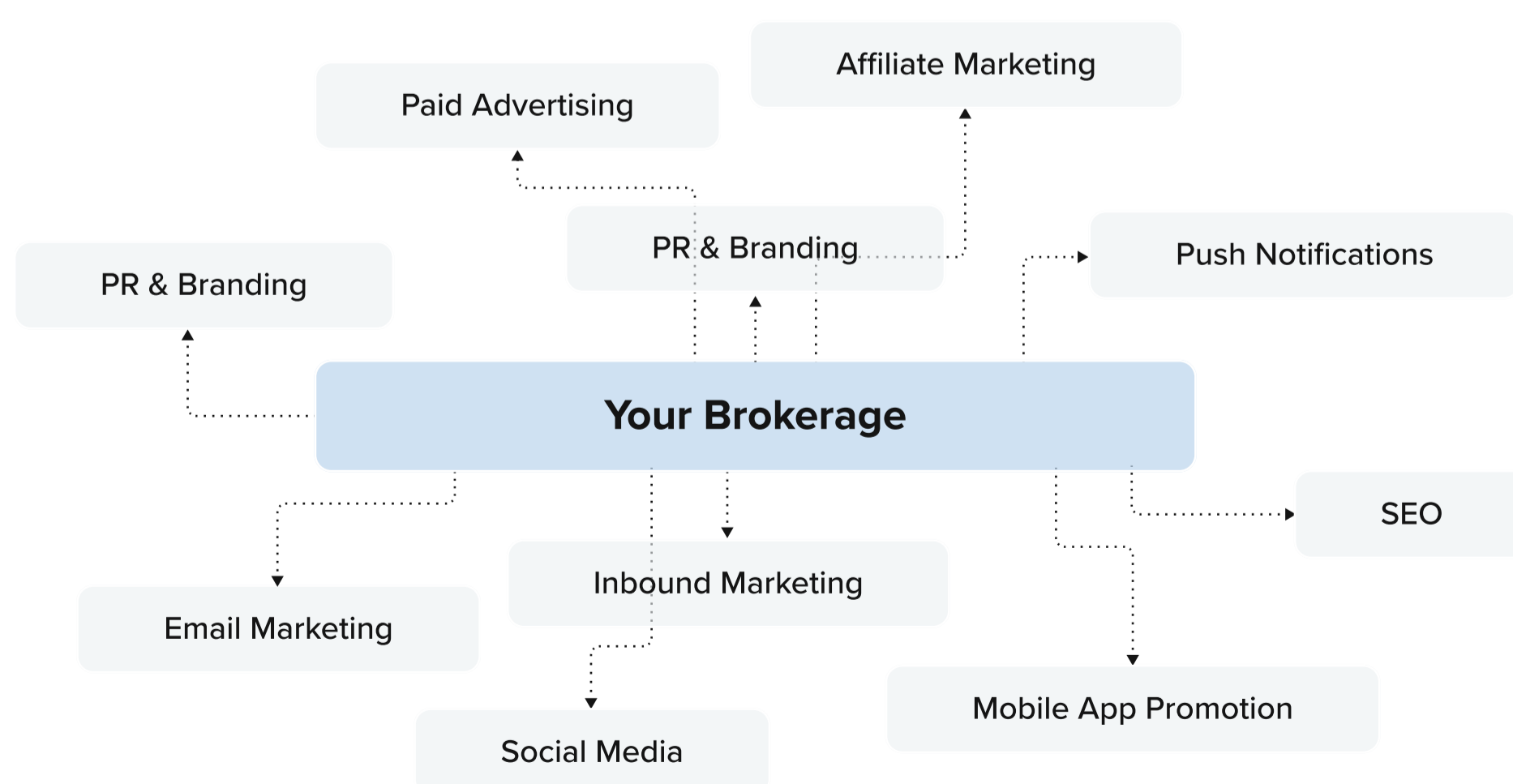
Starting your own brokerage is a big step, and we're here to provide the technical setup. But success isn't just about the technical side. You can get your brokerage running in just a few weeks, but to make it truly successful and profitable, you need to concentrate on marketing.

In this guide, we'll share easy-to-follow marketing practices to boost your brokerage. Whether you're new or experienced, these tips will help you attract and keep clients, driving your business towards success.

**Let's dive in and learn how to market your brokerage for maximum impact!**

## Defining Marketing Channels

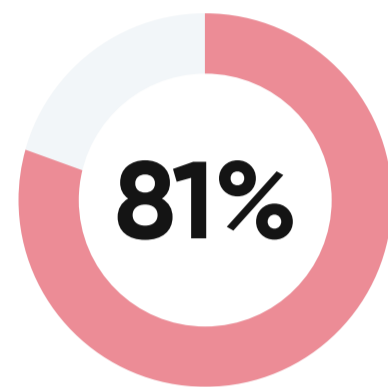
To get more clients for your brokerage, first of all test out different marketing channels within your marketing budget. Find out which ones give you the most return on investment, and concentrate on those.



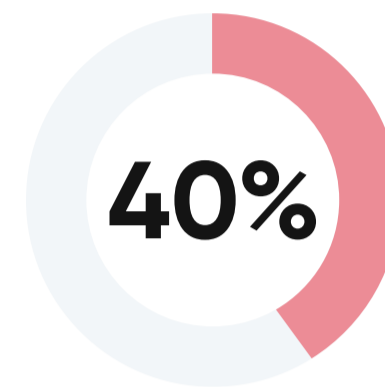
# Affiliate marketing

Affiliate marketing is a powerhouse for brokers. Just look at Etoro—they spent over \$50 million on affiliates in 2023 alone. This channel is a big player and definitely worth exploring. Let’s find out how it works.

Affiliate marketing is similar to outsourcing your entire marketing operation and paying solely for the results achieved. In contrast, partnering with marketing agencies involves more direct involvement in the marketing process and payment for their services, regardless of the results.



The portion of brands offering affiliate programs is 81%



Affiliates are the top marketing method for 40% of US based merchants

**0.5% to 1%** is the average affiliate marketing conversion rate

Forex brokers partner with affiliates who promote their services, earning commissions for each new trader they bring in.

If you're launching your brokerage with us you have an option to get access to a pre-integrated affiliate module that supports the following payment models:

CPA	Revenue Share	Spread Share
Affiliates earn a fixed commission for each trader they refer who takes a specific action, like opening an account or making a deposit.	Affiliates receive a percentage of the broker's revenue generated by the traders they refer, based on their trading activity.	Affiliates earn a portion of the spread or commission generated by the trades of their referred traders.

## How to get started with affiliate marketing?

- 1 Create an affiliate agreement
- 2 Create promo materials
- 3 Decide on payment models
- 4 Set up affiliate support
- 5 Track performance

## How much to spend on affiliates?

There isn't a fixed answer to this question, as it varies based on performance. However, brokers usually spend between 10% to 40% of their marketing budget on affiliates.

## Search Engine Optimization

Search engine optimization (SEO) is about making your website more visible and higher-ranked on search engines like Google. SEO is a must-have tool for the long run. By optimizing your site's content and structure, you can attract more visitors and increase your chances of being found online.

## How to get started with affiliate marketing?

### 3 main parts of SEO

On Page	Off Page	Technical SEO
<ul style="list-style-type: none"> <li>• Meta tags optimization (titles and descriptions)</li> <li>• Internal linking</li> <li>• Keyword optimization</li> <li>• Quality content creation</li> <li>• Proper header tags usage</li> <li>• Internal linking</li> <li>• Image optimization (alt tags)</li> </ul>	<ul style="list-style-type: none"> <li>• Linkbuilding</li> <li>• Guest blogging</li> <li>• Social media</li> <li>• Reviews</li> <li>• Increasing online brand mentions</li> </ul>	<ul style="list-style-type: none"> <li>• URL structure optimization</li> <li>• Page speed optimization</li> <li>• Mobile-friendliness</li> <li>• User experience improvement</li> <li>• Structured data</li> <li>• Canonicalization</li> <li>• Sitemap and robots</li> <li>• Hreflang</li> </ul>

## Tips to follow



Create useful and engaging content



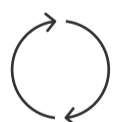
Optimize user experience



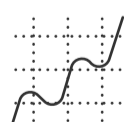
Follow technical optimization rules



Make a constant keywords research



Make regular updates



Monitor your performance



Follow search engine updates and trends

Key idea: **focus on users, not robots**

## Mistakes to avoid

- ⊖ Black hat techniques
- ⊖ Automatically generated content
- ⊖ Copy pasted content
- ⊖ Trash link building
- ⊖ Redirects
- ⊖ 404 errors
- ⊖ Hidden pages and links
- ⊖ Noindex, nofollow tag on pages
- ⊖ Wrong heading tags usage
- ⊖ Bad UX

## How to create content?

Here are some tips to help improve the indexation of your articles by Google's robots:

- 1**  
Provide value instantly, don't make long introductions
- 2**  
Highlight key ideas
- 3**  
Place a link in reliable sources and internal articles
- 4**  
Optimal length for a SEO post is 2200-2500 words
- 5**  
Make content structured and easy to read
- 6**  
Highlight an author (Google wants to see expert content)

In general, when making content, stick to [E-E-A-T \(Experience, Expertise, Authoritativeness, and Trustworthiness\)](#) principles to ensure Google sees it as reliable.

## Tools for SEO

Top tools that streamline website optimization for search engines.

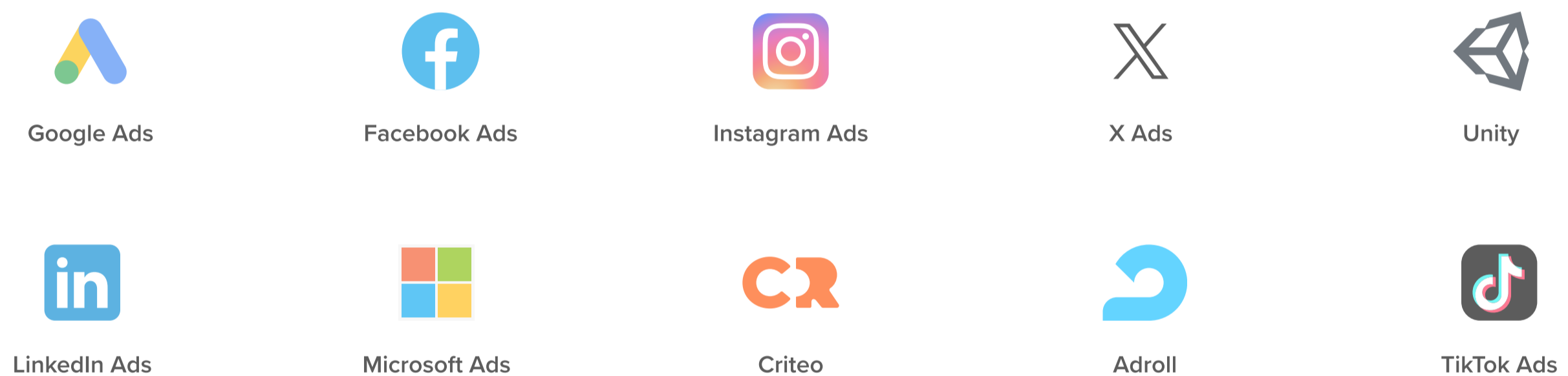


## Paid Advertising

Paid advertising enables you to engage with interested audiences and gain valuable insights into your performance. Let's explore its effectiveness in more detail.

Search ads	Banner ads	Video ads
Search advertising is great because it targets people already looking for your services, like those searching "open a trading account" or "best forex brokers" helping you acquire new clients cost-effectively.	Banner advertising meanwhile boosts brand visibility and attracts potential customers with eye-catching ads, targeting specific audiences to drive website traffic and leads.	As well as banners, Video ads grab attention and engage viewers with dynamic content, leading to higher retention rates and increased brand awareness, website traffic, and conversions.

## Advertising platforms



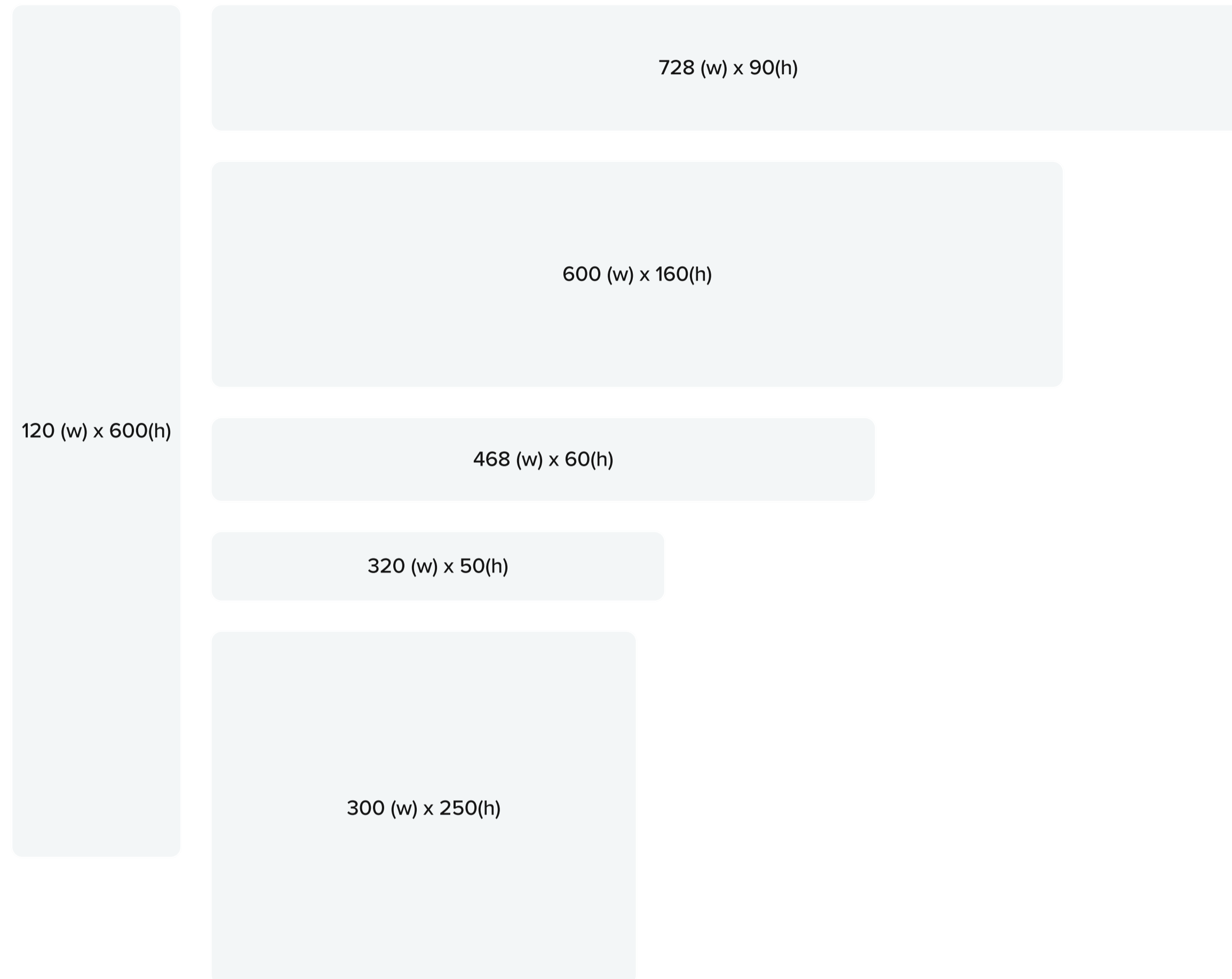
## Keywords volume

Check out the table below to see how many people are searching for terms related to your services. You can then use these keywords to reach potential clients who are actively looking for what you offer.

Keyword	Avg. monthly searches	3 month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
trading account	40,500	0%	0%	Low	-	\$0.38	\$3.52
online trading	33,100	0%	+22%	Medium	-	\$0.33	\$4.08
online broker	12,100	0%	+22%	Medium	-	\$1.74	\$9.97
online share trading	5,400	0%	0%	Low	-	\$0.45	\$4.66
online trading account	1,900	0%	+50%	Low	-	\$0.68	\$14.77
how to open trading account	1,900	+26%	+50%	Medium	-	\$0.60	\$5.00
online commodities trading	1,900	0%	+50%	Low	-	\$0.71	\$11.84

## Banner ad formats

To streamline your research, here are some of the most popular banner formats:



## Metrics to track

Plenty of marketing metrics exist to evaluate performance, and here are the most crucial ones:

<b>CPL (Cost Per Lead)</b>	Marketing costs / Number of Leads
<b>FTDs (First Time Deposits)</b>	Number of deposits per channel
<b>ARPPU (Average Revenue Per Paying User)</b>	Total revenue / Total number of paying customers
<b>CAC (Customer Acquisition Cost)</b>	Marketing Costs / Number of clients

# Social Media

It's hard to imagine any company without social media profiles nowadays. Making an online presence of your brand and being active on social media is crucial.



## Why should you be on social media?

- You can build your own community
- Increase trust and reputation
- Provide customer support and address inquiries
- Increase your exposure and cover broader audience
- Drive traffic to your website or other online channels

## Tips to follow

**1**

Develop your brand positioning

**2**

Create detailed social media profiles

**3**

Post useful and engaging content

**4**

Interact with your audience

**5**

Post regularly and stay consistent

## Content types for social media

Market Analysis	Share insights, charts, and predictions about currency pairs and market trends
Educational Content	Provide tutorials, webinars, and guides on forex trading strategies, risk management, and market analysis
Trading Tips	Offer quick tips, tricks, and best practices for successful trading
Client Testimonials	Showcase success stories and testimonials from satisfied clients
Company Updates	Share news, announcements, and updates about your brokerage and its services
Infographics	Present complex trading concepts and data in visually appealing and easy-to-understand formats
Interactive Content	Host polls, quizzes, and Q&A sessions to engage with your audience and gather feedback

## Content types for social media



- Channel Cover Picture: 2560x1440 pixels (for desktop), 1855x423 pixels (for tablets), 1546x423 pixels (for smartphones), 2560x1440 pixels (for TV)
- Video Uploads: 1280x760 pixels



- Profile Photo: 400x400 pixels (a maximum 100 KB file size)
- Header Photo: 1500x500 pixels (a maximum 10 MB file size)
- In-Stream Photo: 440x220 pixels (a maximum 5 MB file size for photos)



- Background image: 1536x768px Maximum 4MB. Appears as 1400x425 pixels.
- Image types include: PNG, JPG or GIF.
- Standard Logo: 400x400pxl
- Image Guidelines
- 400x400 pixels recommended (300x300 minimum, resized to fit).
- Maximum 4 MB (Square layout).
- PNG, JPG or GIF



- Profile Photo: 820x462 pixels (a preferred max file size of 100 KB)
- In-Stream Photo: 180x180 pixels

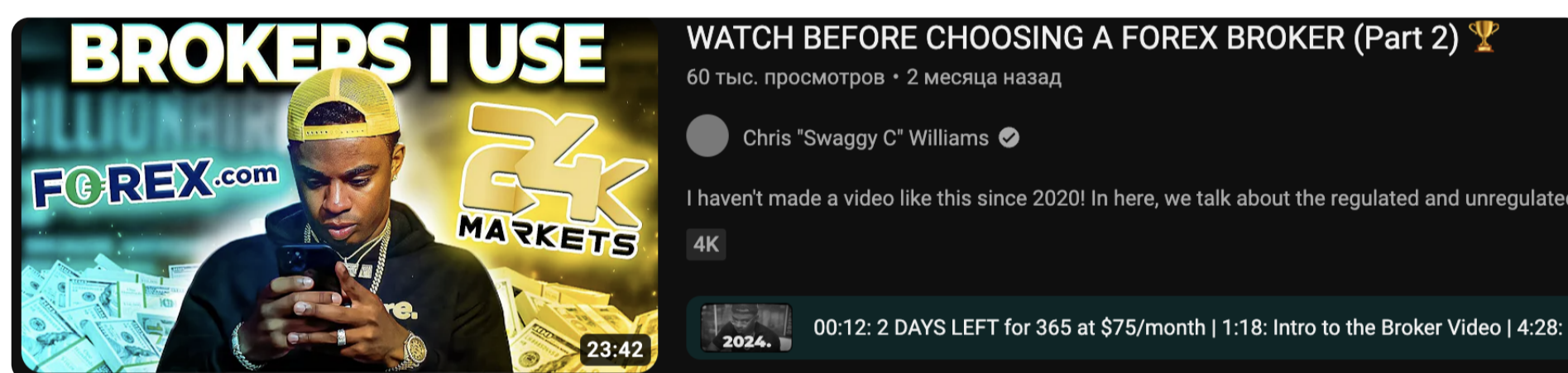
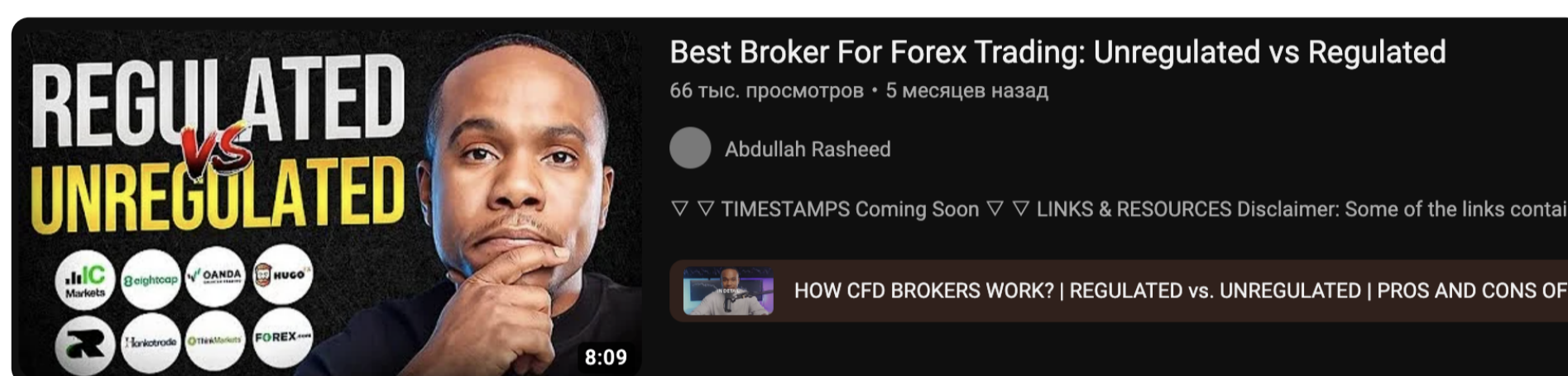
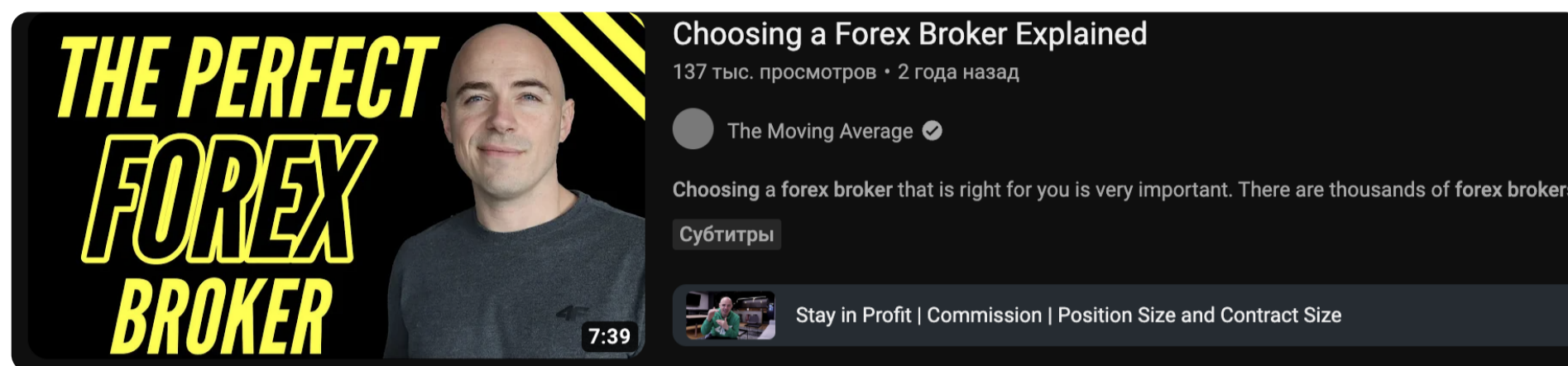


- Profile Photo: 110x110 pixels
- Header Photo: 1080x1080 pixels
- In-Stream Photo: 750x1334 pixels



## Influencer Marketing

Influencers are an ideal choice for boosting exposure and establishing trust in your brand. With numerous YouTube, Instagram, and TikTok videos featuring reviews and recommendations garnering thousands of views, overlooking this channel would be a mistake.



## Metrics to keep an eye on

To find the right influencer, you need to analyze their metrics. Here are some indicators you should keep an eye on during your research:

### Average views

A median number of views of all the videos in a given period, excluding videos posted less than 7 days ago

### Average engagement time

A median number of likes and comments per video in a given period, excluding videos posted less than 7 days ago

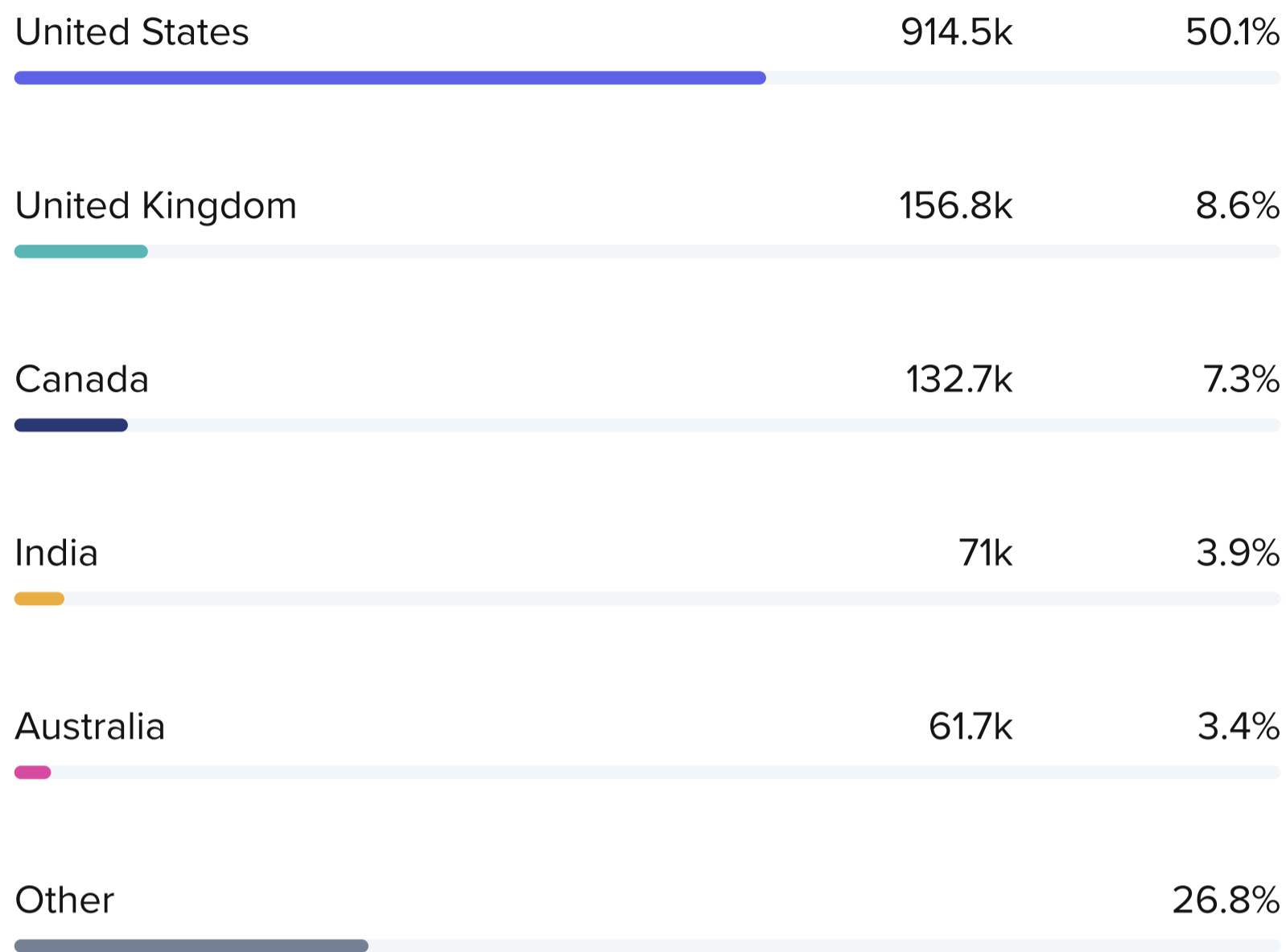
### Average engagement rate

Engagement Rate shows the percentage of viewers who engage with the content posted by the influencer, including reactions and comments in a given period. (A good engagement rate typically ranges from 1.5% to 3.5%)

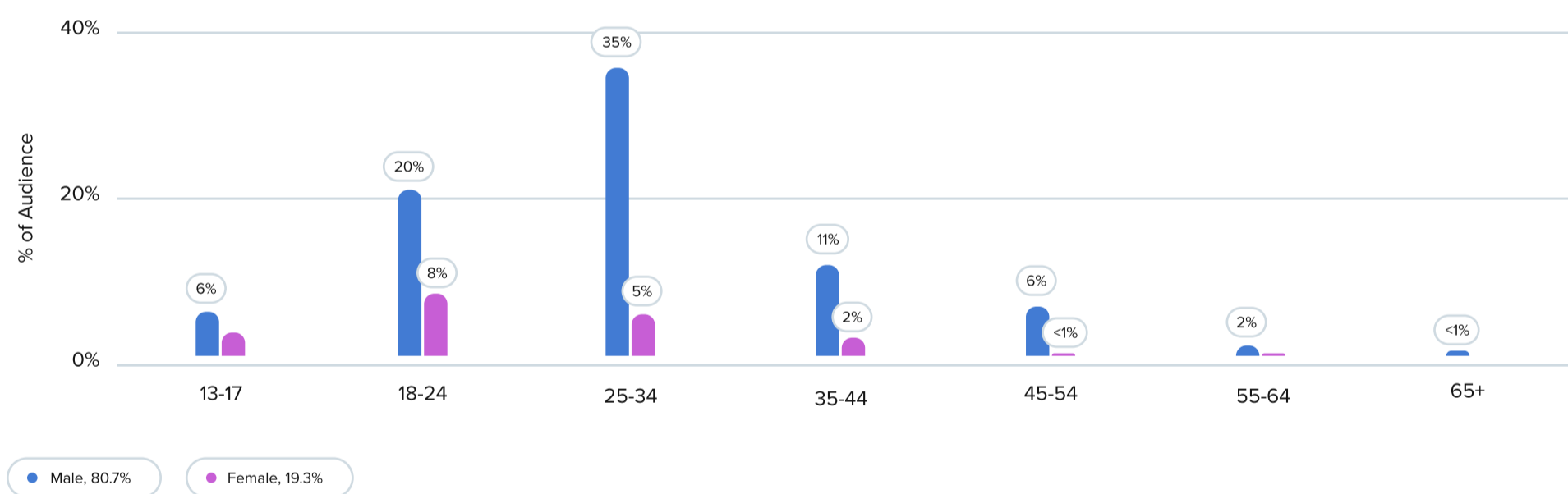
### Video frequency

The average number of videos uploaded per week in a given period

### Countries coverage



### Audience demographics



# Inbound Marketing

Content is a king. Creating useful and engaging content can help you attract new customers and boost your conversion rate, as well as increase customer lifetime value. Let's explore what content types can boost your business.

Fast fact: **Inbound leads cost 61% less on average than outbound leads**

## Webinars

A perfect tool to educate your traders and boost conversion and ARPU

## Economic calendar

Let your traders make informed trading decisions and increase their engagement

## How-to guides and educational articles

Give your traders helpful tips and insights to boost their trading activity

## Video tutorials

Provide an easy-to-follow visual format for learning trading concepts and strategies

## Trading courses

Educate and nurture your traders from the ground up, the optimal strategy for boosting lifetime value

## Podcasts

Keep your traders interested with informative content and helpful podcasts to make them stick around

# Email Marketing and Push Notifications

If you have a trader who signed up but hasn't made a deposit yet, or been inactive for weeks, utilizing email marketing and push notifications can effectively re-engage them. These are perfect tools to increase conversions and traders lifetime value.

Additionally, if you've launched your brokerage with Quadcode, you already have a pre-integrated user communication module, enabling you to segment traders and send notifications within one comprehensive solution.

## Types of emails

- Educational content
- Webinars invitation
- Trading strategies
- Reminders
- Market updates
- Trading signals
- Promotions and offers

## Automations

<b>Segment: New Registrations</b>  Email Type: <b>Welcome Email Series</b> <ul style="list-style-type: none"> <li>• Welcome message introducing your brokerage</li> <li>• Information on the account setup and verification process</li> <li>• Educational content on trading basics</li> </ul>	<b>Segment: Active Traders</b>  Email Type: <b>Market Updates and Trading Signals</b> <ul style="list-style-type: none"> <li>• Daily or weekly market analysis and insights</li> <li>• Signals and tips based on market trends</li> <li>• Special alerts for major economic events or news releases</li> </ul>	<b>Segment: Inactive Traders</b>  Email Type: <b>Re-engagement Campaign</b> <ul style="list-style-type: none"> <li>• Reminder of the benefits of trading with your brokerage</li> <li>• Exclusive offers or promotions to incentivize trading activity</li> <li>• Educational content to reignite interest in trading</li> </ul>
<b>Segment: VIP Traders</b>  Email Type: <b>Exclusive Offers and Insights</b> <ul style="list-style-type: none"> <li>• VIP-only promotions, bonuses, or rewards</li> <li>• Advanced trading strategies and tips from experts</li> <li>• Invitations to exclusive webinars or events</li> </ul>	<b>Segment: Demo Account Users</b>  Email Type: <b>Conversion Campaign</b> <ul style="list-style-type: none"> <li>• Educational content highlighting the benefits of switching to a live account</li> <li>• Limited-time offers or promotions for opening a live trading account</li> <li>• Testimonials from successful traders who started with demo accounts</li> </ul>	<b>Segment: High-Volume Traders</b>  Email Type: <b>Loyalty Rewards and Referral Programs</b> <ul style="list-style-type: none"> <li>• Exclusive rewards and bonuses for high-volume trading activity</li> <li>• Referral program incentives to encourage them to refer new traders</li> <li>• Special access to premium features or services</li> </ul>

## Press Releases

Posting press releases about your company can boost trust and positively affect SEO by providing brand mentions and backlinks to your website, thereby improving its search engine optimization.

### How to find media for press releases?

You need to find popular media outlets with active users. To analyze traffic, use these tools:



### Key metrics to check before choosing media

- Traffic
- Keywords
- Domain rank
- URL rank
- Backlinks
- Referring domains

## ASO

Except for performance marketing tools, you can also utilize App Store Optimization to promote your broker app effectively. Here is a checklist to follow:

<b>Keyword Research</b>	<ul style="list-style-type: none"> <li>• Identify relevant keywords related to forex trading, finance, and investment.</li> <li>• Use ASO tools like App Annie, Sensor Tower, or Google Keyword Planner to research keyword popularity and competitiveness.</li> </ul>
<b>App Description</b>	<ul style="list-style-type: none"> <li>• Write a compelling description highlighting key features, benefits, and unique selling points of your app.</li> <li>• Incorporate relevant keywords naturally throughout the description.</li> </ul>
<b>Keywords Field</b>	<ul style="list-style-type: none"> <li>• Utilize the keywords field in the app store's metadata to include additional relevant keywords.</li> <li>• Avoid keyword stuffing and use each keyword only once.</li> </ul>
<b>App Icon</b>	<ul style="list-style-type: none"> <li>• Design a visually appealing and recognizable app icon that reflects your brand and stands out in search results.</li> </ul>

**Screenshots and Videos**

- Use high-quality screenshots and videos showcasing the app's user interface, features, and benefits.
- Highlight key functionalities and benefits to attract users' attention.
- Show off promo codes and bonuses to highlight the extra value users can get.

**App Ratings and Reviews**

- Encourage satisfied users to leave positive reviews and ratings on the app store.
- Respond promptly to user feedback and address any issues or concerns to maintain a positive reputation.

**App Localization**

- Translate the app title, description, and keywords into multiple languages to target international markets.
- Adapt screenshots and videos to cater to the preferences of different language-speaking audiences.

**App Updates**

- Regularly update the app with new features, bug fixes, and performance improvements to keep users engaged and attract new downloads.

**Competitor Analysis**

- Analyze competitor apps to identify successful strategies and incorporate best practices into your ASO strategy.

## Don't forget about analytics

Remember it's not just about getting traffic; analytics is key to knowing which channels actually help your business. Understanding metrics like CAC, ROI, ARPU, and more is crucial for evaluating your performance.

## Thank you for reading

Use the tips from this guide to strengthen your brand, engage with traders, and grow your business. Put these strategies into action to make your brokerage stand out and attract more clients.