

ARRO

FINANCIAL COMMUNICATIONS

Arro Financial Communications is a marketing communications agency specializing in the financial services industry. Our holistic approach encompasses branding, public relations, digital marketing and content generation. From targeted campaigns to complete image overhauls, our nimble agency helps its asset management clients navigate the quickly evolving new media landscape.



WHY US



Our top-to-bottom approach enables our clients to deliver precisely-targeted, well-designed and value-added content that stands out from the clutter.

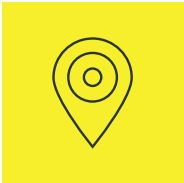
- We have advised hedge funds, investment managers, wealth managers, mutual funds, trading and execution firms, and exchange-traded fund providers.
- We have also worked with compliance teams, navigating the legal ins-and-outs of the investment space to ensure that all initiatives meet compliance requirements from start-to-finish.
- As a firm thoroughly immersed in the marketing world, we make it our business to stay ahead of emerging trends in digital, mobile, and web design, enabling our clients to take advantage of new opportunities as they arise.

OUR SERVICES



Our comprehensive approach encompasses branding, public relations, digital marketing and content generation so that you only have to hire one agency.

STRATEGIC POSITIONING + BRANDING



Brand imagery and messaging should reflect the very essence of a company. At Arro, we determine the best way to communicate your values and personality to a larger audience. Financial firms of the 21st century need to differentiate themselves from the rest because staid, traditional imagery will no longer suffice.

- Corporate + Product Branding
- Messaging Platform
- Audience Profile
- Logo
- Visual Identity
- Website Design + Coding

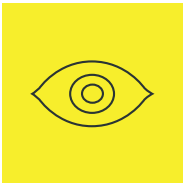
PUBLIC RELATIONS



Public relations is vital to any marketing campaign. By maintaining healthy working relationships with the financial press, Arro helps its clients build and maintain a solid reputation that investors can trust.

- Media Relations Plan
- Press Releases
- Story Telling
- Thought Leadership
- Philanthropic Partnerships

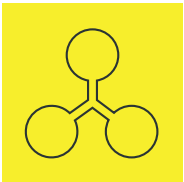
DIGITAL MARKETING



The trend in marketing has overwhelmingly tended toward targeted online campaigns. From websites and landing pages to digital banner ads and SEO/SEM initiatives, Arro harnesses the power of information technology to get your message in front of the people that matter: prospective investors.

- Website Design + Coding
- Landing Pages
- Integrated Website Data Feeds
- Advertising Creation
- Media Buying
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)

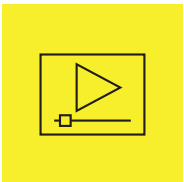
CONTENT GENERATION



As consumers have grown more discerning, they've become increasingly suspicious of overt advertising. By providing prospective investors with useful information - whether through white papers, informative videos, or blogs - we can help you boost your firm's visibility in appropriate channels while bolstering your company's image as a thought leader in the space.

- Social Media Strategy
- White Papers
- Blogs
- Fact Sheets
- Investment Cases
- Infographics
- Email Campaigns
- Pitch Decks

VIDEO



Website visitors have increasingly short attention spans, and may be unwilling to dive into lengthy "walls of text" before they know what product or service your company is offering. Animated videos can play a key role in hooking website visitors by delivering the most important information in a quick, entertaining, easily digestible manner.

- ETF Explainers
- Introductory Primers
- Educational Content
- Company Profiles

