



Arro Service Offerings

Introduction

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.

Overview

ARRO is an award-winning marketing communications agency specializing in the financial services industry. Our holistic approach encompasses branding, public relations, advertising 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.

With over ten years of experience, we draw on a deep pool of experience when it comes to producing financial services websites, enabling us to provide valuable advice and feedback while tailoring the final product to our clients' visions.

Why Us

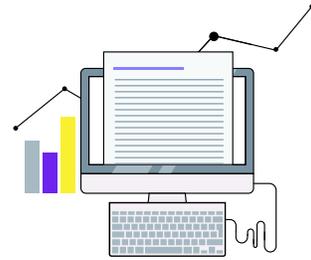
As experts in financial services marketing, in particular data-automated launches and accompanying campaigns, Arro is uniquely positioned to custom tailor launch collateral and PR outreach to our clients' specific needs. **In a sea of competition, it's more critical than ever to stand out. We help accomplish this by becoming intimately familiar with our clients' core identity and value proposition.** This ensures that the client's message is faithfully conveyed to investors and the public-at-large, enabling them to rise above the clutter.

We're also well-versed in clearing compliance hurdles and navigating the regulatory landscape. **In other words, there is no learning curve for us when it comes to marketing your financial products and services — we're ready to dive in on day one.**

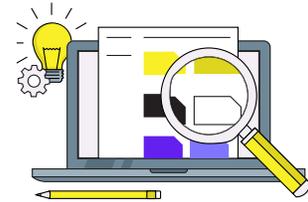
The Arro team offers a broad and deep skill set in the finance industry, with backgrounds varying from public relations, product research and analysis, financial copywriting, design, and project management. **We are committed to providing service of the highest possible quality, while delivering honest, actionable feedback to clients regarding ongoing projects and initiatives.**

Services

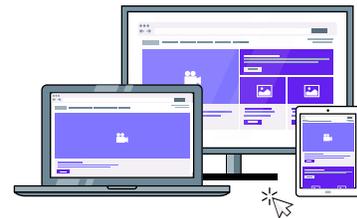
FINANCIAL WRITING



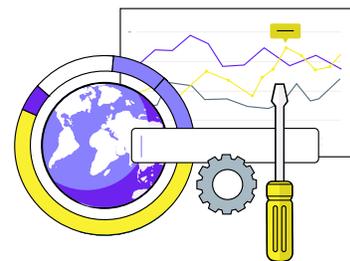
DESIGN



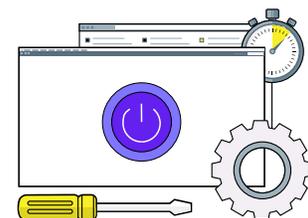
CODING (CMS, RESPONSIVE, ETC)



DATA FEED SET-UP



HOSTING



Testimonials

Laura Jones,
Head of Marketing
Communications,
VanEck

“We have worked with Arro for several years now on a number of different projects. We thoroughly enjoy working with them. They are smart, focused, and quick to respond. They work within budget and, so important, deliver. These are all qualities of which they should be proud and we look forward to working with them going forward.”

Jeff Lazar,
CCO,
**TrimTabs Asset
Management**

“Since the inception of the TrimTabs ETF Trust, the talented team at Arro Communications has not only built out our website in compliance with all FINRA Rules, they have also worked closely with our Administrator, U.S Bancorp Fund Services, LLC, to ensure that the nightly data feed required by the ETF community is populated on a timely basis. The Arro team is intimately familiar with stock exchange requirements for the dissemination of information regarding our funds, as well as FINRA requirements, which has made it easier for the TrimTabs team to focus on our core competencies. As a lean organization, we are grateful for their support and expertise.”

Dorrit Lowsen,
COO & Co-Founder,
Change Finance

“We love working with Arro. They came up to speed quickly in terms of getting to know our language and aesthetics, especially given that, as a new business, we didn’t have large quantities of material as a starting point. They are highly responsive and have been very flexible about working on short-notice projects, adapting their offerings to our needs, and working within our budget. We look forward to a long, strong relationship with them as we continue to grow.”

Alex Pettee,
CFA, President, Director of
Research & ETFs,
**Hoya Capital
Real Estate**

“The Arro team has been a tremendous resource for us as a new entrant to the ETF space. Their responsiveness, experience in the industry, and overall professionalism were on full display during the PR campaign they conducted for us, which produced terrific results and helped to get us exposure on nearly all of the major financial media outlets in print, TV, and podcasts. We quickly learned that an effective PR strategy, especially around launch, is absolutely critical to break through the crowd and to effectively and efficiently reach potential investors.

Through the marketing and PR services, Arro helped to craft an overall messaging that has been very well received by the marketplace and allowed us to set the narrative in a way that played to our strengths as a research-focused advisor. Arro also helped to produce an outstanding animated video and beautiful, highly customized website, which have been our most effective marketing pieces. We highly recommend Arro’s services to anyone in the financial services industry with the need for a reliable, top-quality marketing provider.”

Simon Lack,
Managing Partner,
SL Advisors

“The Arro team has been instrumental in helping us create and develop marketing collateral for our newly launched ETF. Their detail-oriented and methodical approach ensured we had a well-designed, fully compliant website with functioning data feed in time for launch. Additionally, the animated infographic video they created from scratch captured exactly what we wanted to convey with our product. Arro has “set the standard” with exceptional creativity, guidance and follow-through.”

Steven Dunn,
Executive Director,
ETF Securities US

“We work with Arro because their team is quick to action without compromising on quality. Since they specialize in the financial services industry, there is little to no learning curve on our space and they can deliver in a timely manner. From banner ads to fact sheets and content pieces, we’ve been pleased with the results.”

