



# **FINSCOMS**

FINANCIAL SERVICES COMMUNICATIONS

**INTRODUCING FINSCOMS, A COMMUNICATIONS  
BUSINESS ESTABLISHED SPECIFICALLY FOR THE  
FINANCIAL SERVICES COMMUNITY.**

[www.finscoms.com](http://www.finscoms.com)



Finscoms, and the professionals within it, has a proven track record in relationship building, technical financial services knowhow and up to date communications.

With the internet being today's dominant channel for information, financial services websites are increasingly being relied on to deliver that crucial first impression for potential investors and customers

Every company needs to communicate! Whether seeking out new clients or fostering or maintaining existing customer relationships, both local and global, modern marketing communications is key! Financial Services companies are no different, however to first time investors and potential clients, the world of Financial Services can be perplexing and complicated. The internet, smart phone applications and online marketing, now available, makes that world less confusing and gives your clients a three dimensional contact point into that world. Along with giving more impact and adding to your company's visibility in a highly competitive market place... Communications that are easy to understand, easy to find and easy to navigate will commence, enhance and support the manager/investor relationship.

Irrespective of the reason or the motivation for any communication, all communications forms and leaves an impression. Good communications forms and leaves a good impression.

There are so many ways of communicating with your clients, videos, online adverts and social media is used and relied upon by your target audience as standard communication tool, both inside and outside the FS industry. Due to the internet's global reach, speed of information transfer, it is a low cost and effective form of getting your company message and mission statement out there.

The motivation to communicate can be simply to satisfy a regulatory or legislative "need", however; the requirement and opportunity to communicate can offer significant potential. A developed and thought through communication plan can add efficiency to delivering on the regulatory or legislative "need" but the opportunity to develop a communication channel can deliver so much more; enhance the manager/fund profile, deepen the investor-fund relationship, demonstrate thought leadership and add value for both the communicator and the communicated!

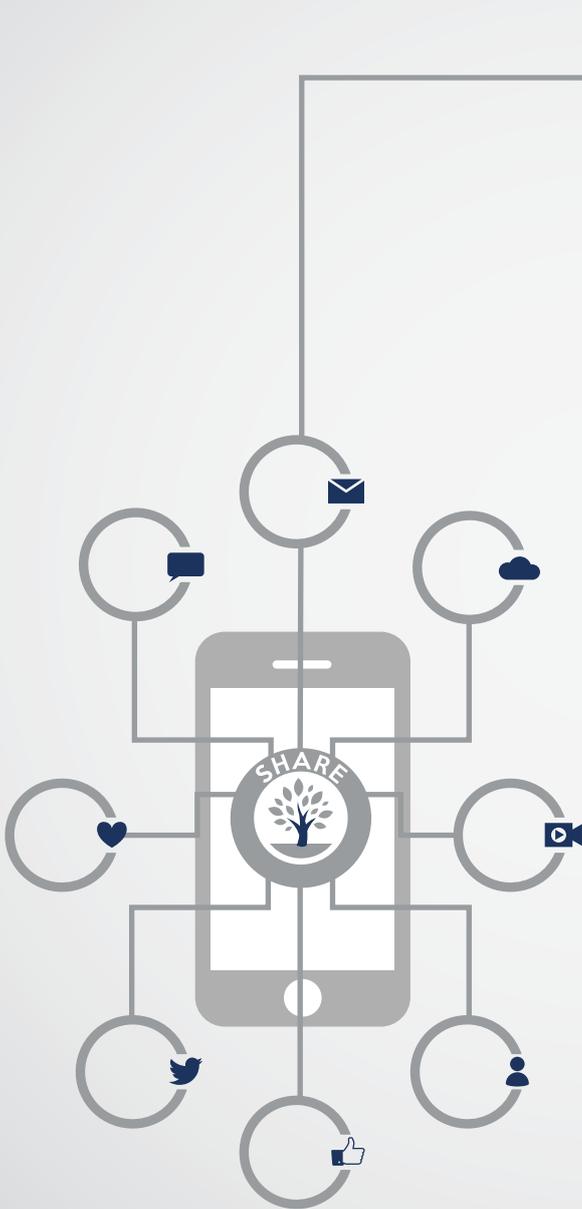
Communicating with your clients and potential clients, in a easy to understand and navigate manner that gives them the ability to ask challenging and enquiring questions, you are demonstrating a willingness to not only give your customers an answer, but also to be their answer to the common phrase of "how can you help me?"



## WHAT MAKES ONLINE COMMUNICATIONS FOR FINANCIAL SERVICES DIFFERENT TO OTHER INDUSTRY COMMUNICATIONS?

Financial Service Companies need to communicate in a specific way so as to ensure that they meet the legal, regulatory and fiduciary requirements such as:

- NAV publication
- Key Investor Information Document ("KIID")
- Published Prospectus
- Financial Statements (semi-annual and annual)
- Shareholder notifications
- Statutory Meetings
- Constitutive documents
- Material Contracts



## THEREFORE GIVEN YOU HAVE TO COMMUNICATE; WHY NOT MAXIMISE ITS POTENTIAL?

Right from the provision of the marketing documents, the prospectus and/or the KIID the relationship between a manager/fund and investors is essentially conducted through a stream of communications.

## WHY SHOULD YOU USE FINSCOMS?

We can help you communicate to your target audience by reviewing your current communications, creating a corporate message, strategy (if no strategy in place we can create and implement one), migrate traditional communications to an online communications platform by, for example, capturing your corporate presentations on film and publishing them on the internet. This is an excellent way to reach your shareholders. It also represents an efficient use of your executives' time.

Think of Finscoms as a tool enabling your financial services business to communicate with stakeholders using the latest communication technologies (email, blogs, rss feed, linkedin, social media, digital video productions, cloud storage (for print and document download), website design and management to meet legal requirements.

We offer a range of reporting and communications solutions, from the recording of analyst briefings and AGMs to live announcements and conference calls. Building on our experience in this field we can also provide a video 'profile' of your company. In short, professionally produced clip your company's founding principles and culture can be engagingly conveyed.

## WHEN SHOULD YOU USE FINSCOMS?

Finscoms is not there for just the one time use, Finscoms works along side your communications strategy to help you develop and grow in tandem. Finscoms guarantees that you stay on top of the latest marketing technologies and applications to ensure that you stay in touch with your clients and one step ahead of your competitors.

Finscoms should be part of how you run your financial services business, seeping into the DNA of how you think about identify your customer needs, target your potential client audience, develop your product design, and manage your business.

Communicating with your customers all the time and in a meaningful way is how you get and keep them.





## WHO CAN USE FINSCOMS?

In a Nutshell - YOU!

Financial services businesses like asset managers, administrators, custodians and other professionals in the financial services industry have always needed to communicate with investors, clients and other stakeholders



## WHERE IS FINSCOMS?

Finscoms is headquartered in Dublin, with the ability to show you how to use our company to benefit of your financial services business anywhere in the world.



## HOW DO YOU USE FINSCOMS?

Just by talking to us..!

We will listen to your needs and strategy, explain your options in detail and help you to design a complete package to suit your communication needs.

