

PUBLIC RELATIONS | CONTENT MARKETING | BRANDING

# Financial Services Communications Specialists

## Build Brands | Drive Growth

### ABOUT

We are an integrated public relations, content marketing and branding firm focused on the asset management, fintech, impact investing and private equity and venture capital industries.



### Building Brands

We help companies build unique brands through research, positioning, design, and integrated, content-driven public relations and marketing programs.

### Telling Stories

The heart of our mission is helping our clients tell their stories. As a specialist in working with financial services firms, we have a deep understanding of the industry and are able to help clients identify and articulate their key differentiators and value propositions.

### Driving Growth

We utilize our in-depth industry knowledge, experience and connections to execute strategic communications programs that help our clients meet their objectives of building strong brands and driving growth.

[BackBayCommunications.com](http://BackBayCommunications.com)

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BOSTON

LONDON

## FINTECH

BackBay partners with fintech clients – from disruptive startups to large global public corporations – to create and execute communications programs designed to help them accelerate growth, capitalize on new market opportunities and build credibility.

We help companies refine their messages and raise visibility, credibility and understanding of their business model through media relations, thought leadership, social media and events.

We develop integrated public relations and marketing communications programs to help firms achieve the following objectives:



## REPRESENTATIVE FINTECH CLIENTS

