

NEWS USA[®] case study



Content marketing to build credibility, drive sales & interest investors: Financial tech company builds visibility, credibility for new digital banking app

Challenge:

Financial technology company MOVO aimed to build its credibility, grow investor interest and enhance visibility to drive consumer adoption of its e-wallet digital payment app.

Solution:

MOVO collaborated with NewsUSA on a series of 12 content marketing mat releases to grow consumer comfort and familiarity with the new MovoCash app. From articles introducing virtual currency (“Virtually Everywhere - Your Cash May Be a Thing of the Past”) to articles focused on young adults moving into the next phase of money management (“Ultimate Life Hack for Managing Your Money after the Wedding Day”), MOVO was able to build visibility and credibility by being positively mentioned again and again in local news sites across the country.

Reach:

Each of the 12 mat releases ran on the NewsUSA syndicate of 2,400+ news outlets, guaranteed with a link to every placement. Each reached an average monthly audience reach of 170 million across the syndication network.

Impact & Inspiration:

The syndicated features “MovoCash Embraces Culture of Community” and “Compassion Forms Cornerstone of Company Vision” specifically highlighted MOVO’s corporate culture and global financial inclusion goals, setting it apart from e-wallet and e-payment competition and enabling MOVO to inspire its customers, stakeholders, investors and employees.



“NewsUSA has helped MOVO shape our story and hone in on our message. The placements are written to inspire our customers, team and stakeholders with who we are and what we do.”

– Eric Solis

MOVO was able to leverage local media placements into its regional marketing strategy. Importantly, MOVO leveraged the series of articles to showcase its role in the growing e-wallet world, engage its initial investors, cultivate new investor interest and complete the initial raise of capital it was pursuing.

As seen on:

