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**TOOLKIT** summary  
Regulator's Edition

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# Federation of Euro-Asian Stock Exchanges (FEAS)

August 2020

## Marketing Toolkit Summary: Regulator's Edition

- For public use with the reference to the original -

*Acknowledgement: This Marketing Toolkit is designed to support Capital Markets Regulatory Bodies (Regulators) to improve capital market visibility, promote strong Capital Market image in the country/region, and attract people to trust, work and invest in the capital market. The Marketing Toolkit includes an overview of marketing goals, as well as strategic priorities and the necessary action steps that will help meet the promotional and educational goals, which can also be considered as a part of financial literacy promotion. The Toolkit is a part of the previously published Marketing Toolkit Summary Report.*

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# Background

In October 2019, Federation of Euro-Asian Stock Exchanges published the “Marketing Toolkit Summary” aiming to show the available marketing tools for Stock Exchanges to raise the awareness of capital markets in the country.

In addition to the first publication, Federation of Euro-Asian Stock Exchanges continues extending the research and goes much deeper exposing the importance of marketing of other capital market player’s brand awareness. The marketing development of overall capital markets in the country will come with the development of each player’s marketing strategy. This report is based solely on the available marketing tools for the Regulatory Bodies (hereafter: Regulator).

The usage of these tools will bring a long term impact on the capital market in general. The immediate results may not be recorded, but in the long term, the tools will have their strong impact. These tools will also give substantial understanding on global marketing trends and their

usage in the capital market, also some specific cases and examples where these tools are being used.

By implementing research and analyzing its results this toolkit is, therefore, aiming to partially fill the gap left by research and possible analysis.

This Toolkit can be used by individuals working in the Regulators, communication teams working within these companies, media representatives, outsource financial marketing companies, and other individuals working in the industry.

This toolkit can also be used for specific educational purposes such as training or webinars.

The Marketing Toolkit for Regulators can help expand knowledge and build a new marketing skill set with a comprehensive collection of interactive tools.

It is planned to update the toolkit every two years to keep activities current, respond to new initiatives and reflect changing priorities.

# Purpose Purpose

The purpose of this toolkit is to bring some common tools for Regulators, using which they can have marketing success. Some of these tools may work perfectly for some Regulators, while others may not be very appropriate to all. Using these tools may not bring immediate success, but will be a starting point for long-term marketing success. Another

purpose of this toolkit is to collect some global trending marketing tools in one paper, which later on can be used as a short handbook for users. These are general tools and recommendations that your organizations can use, or, can approach FEAS Secretariat for individual approach and market research.

## Marketing Goals for Regulators based on the toolkit:



To build a strong and trustworthy brand for capital market institutions



To improve financial literacy in the country



To present the country for attracting new local and international investors



To make general public understand the importance and benefits of investing in capital markets

## Focus Groups

# Focus Groups

For this toolkit, five different focus groups are separated, the development of each will lead to the development of a sustainable financial system. Activities set out by this toolkit will address one the following five focus groups, with actions defined for each of them separately:

### 1. General Public

- general public with main focus on population with mid and high level of income, potential investor
- students/youth as potential investors group in future – majoring in business, marketing, law
- Entrepreneurs, Business owners

- Professional Community, such as: *Professional individuals CEOs, CFOs, accountants, financial analysts, economists; Employees of consulting companies, etc.*

### 3. Capital market players, financial institutions

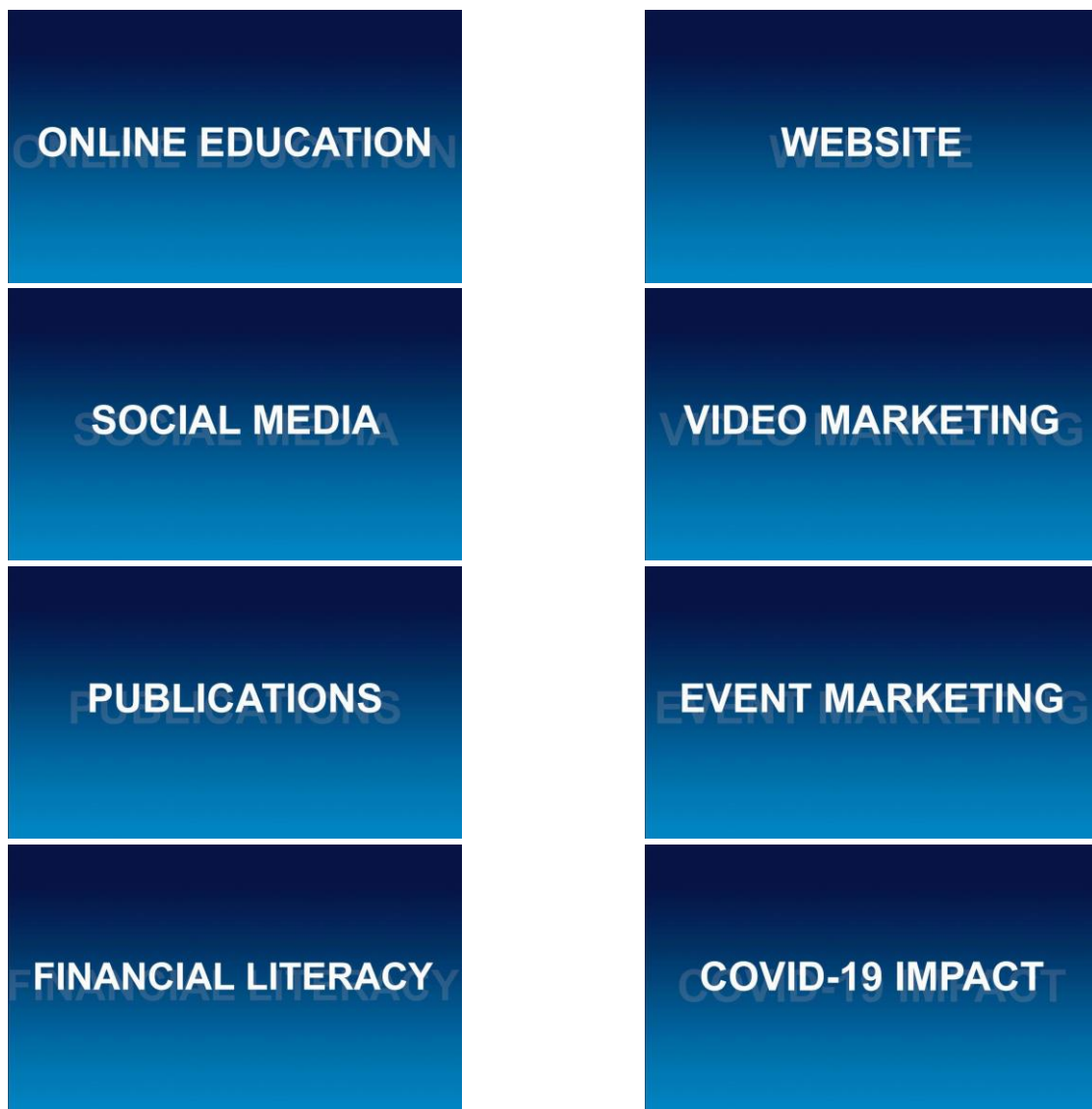
- Stock Exchanges
- Brokers
- Issuers
- Banks

### 4. Potential local and international investors; Asset Holders

### 5. “IPO-able” companies: profitable companies with relevant shareholder structure

# Tools Tools

Based on the findings, tools are divided into six different groups, plus two additional groups entitled “Financial Literacy” and “Covid-19 Impact”. Each group has specific sets of tools relevant to the group name. Groups are divided based on the type, functionality or platform. Some of the tools can be repeated in different groups, this is because of the way delivered.



## Online Education

### **Focus Group: General Public (Youth, University Students), IPO-able Companies**

The world goes digital. With the development of new platforms and with the rise of the usage of different technological means, having a digital development marketing strategy is a must for companies. **For Regulators, the digital tools bring lots of opportunities to communicate with stakeholders, potential investors and the general public.** Online education can be a great tool for Regulators to attract the general public and raise financial literacy in the country. Based on the country's overall performance in financial literacy, different tools can bring different results for each country. Below are some tools for organizing online education:

#### **1. Online Webinars / Online trainings for universities**

*Training, webinars or meetings with one of the abovementioned focus groups to discuss **specific topics**, related to Regulation in general, Functions, the role of Regulators in the capital market industry, the trends and standards and how each focus group can benefit from these functions.*

*Can be one in a "One word a week" or "One word a day" format.*

#### **2. Free of charge online meetings with high-level professionals**

*Discussion with the high-level professionals about the community needs and for the feedback that Regulators are asking for. Discussions about the development model and communication.*

#### **3. Q&A Sessions/Online Press Conference**

*Answering the questions from the general public and from other stakeholders. The Q&A Sessions or Online Press Conferences can have two main streams:*

- 1. To answer the questions from the general public for the educational purposes,*
- 2. To ensure the proper visibility of papers, publications, projects.*

#### **4. Capital Market glossary: Learning one new word a day**

*Social Media Campaign for youth and for the general public to learn words and procedures about Capital Market.*

#### **5. Digital Comic Book**

*The Comic Book Series can teach students about basic capital market*



*principles and the Regulator’s role in the system.*

*The books can be created for students at the middle school, high school, and introductory college levels, the series can help stimulate their curiosity and raise their awareness of careers in economics and finance.*

*Example: Federal Reserve Bank of New York publishes the Comic Book Series with different topics, including activities, worksheets and guidelines for teachers. Below is the link to look at the books:*

*[Federal Reserve Bank of New York Comic Book Series](#)*

## **6. Educational Video Content**

*Explaining Terms and Rules of Regulation, such as introduction to monitoring processes, cyber security, personal finance, legal framework. The videos may vary from 20 seconds to 1 minute maximum. Sometimes, short and sharp videos may have a better influence and outreach on social media.*

*[“Good Questions” Video Series from Investor.gov](#)*

*[“What are Bonds” from Investor.gov](#)*

*[“Costs and Charges” from ESMA](#)*

## **7. Training platform**

*The platform can include trainings for different focus groups:*

- *For teachers - [Resources from investor.gov](#)*
- *For youth - [Resources from Central Bank of Armenia](#)*
- *For pensionaries.*

*Related to the local market on the website for local and institutional investors.*

## **8. Digital Newsletters**

*The newsletters can include periodic updates, news, promotions and events communicated in electronic form. The printed forms of the newsletters can be used for the Regulators offices, if they have many visitors.*

***Newsletters are essential in taking Regulators communication and marketing to the next level.***

*Newsletters primary importance is in keeping connections with current partners.*

*[ESMA Newsletter](#)*

*[FEAS Newsletter](#)*

## **Website**

### ***Applicable to all five focus groups***

Websites can play different roles for Regulators. Good and easy-to-use website will be beneficial both for the company and for the users. The research showed that in most cases the Regulators have similar websites, but, in some cases, they have additional platforms for investors and fraud detection. More features on the website, more chances to attract possible investors. Here are some tools and steps that can be used for the websites:

#### **9. Clearly defined mission and vision of Regulators**

*The clearly defined Mission, Vision and Values statements are fundamental to communicating the who, what and why of Regulators for the company itself, for the team, partners and your stakeholders. Business's goals and plans will be better aligned. This is the first thing new website visitors will look at, and this will define how they will continue their journey on the website.*

#### **10. Speaking Request Form**

*Having a special Speakers subpage on the website can help in two ways,*

- 1. Ensuring the professional representation of Regulators staff members,*
- 2. Indirect message to the event organizers, that the Regulators have a qualified "Speaker Bank" for the conferences*

[Speaking Request Form from ESMA](#)

#### **11. Blog posts**

*Can have educational and promotional purposes. Whenever there are new amendments in the rules, or new changes in the processes, the blog post can be written to explain these changes for both stakeholders and the general public. Blogs are great tools for social media and websites.*

#### **12. Featured Introductory Video on homepage**

*Governor/CEO Message on the homepage of the website is a way **to build trust with the visitors**. The welcome message can be just a short video which can be used not only on a website but also on Social Media Channels.*

### **13. Different Platform for Investors**

*Specific platform for investors and for financial literacy promotion: aiming to raise financial literacy, and, maintain the investor relations. This is popular among different Regulators, each has a specific purpose and working model.*

*Examples for this tool:*

[Investor.gov](http://Investor.gov) - SEC

[ABCFinance.am](http://ABCFinance.am) - CBArmenia

[FMA - Investments](#)

### **14. Chatbot for the website**

*Better Interaction experience between the website users and Regulator. This will make the website more interactive and will ease the process of information gathering and processing.*

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## **||| Social Media: Content Creation and Distribution**

***Applicable to all five focus groups***

No matter if the company is selling products/providing services, is a government corporation or is a Regulator, good social media representation is a must for all. Even if the company doesn't want to have a special SM development strategy, the pages can be used for communication purposes and developed by posting general news and updates about the company's operations. Choosing a right social media channel for the company depends on the country where the company is operating and focus groups. **For Regulators, having a Twitter and LinkedIn accounts can**

**be enough for starting a digital journey.** Better quality posts and design on social media will lead to better results.

Below are some tools that can help to develop social media marketing strategies:

### **15. News distribution via Social Media Channels**

*Regulators' news and updates shared on the social media can increase the news visibility for the local and international markets. There are several reasons why the companies need social media marketing, and it's*

*hard to find even a single reason why not to do so.*

#### Suggested Post Types for your Social Media Calendar:

- *Commenting on local and international field trends, asking for followers' opinion on these topics.*
  - *Campaigns on raising awareness about industry trends and standards*
  - *Interviews with the high level professionals of the industry*
  - *Polls - engaging and interactive questions for general public*
  - *Surveys*
  - *Infographics - important facts and numbers in beautiful graphics*
  - *High-level professionals' bios to build trust and confidence*
- 

## **IV Video Marketing**

### ***Applicable to all five focus groups***

Video Marketing is all about interactive content and better engagement with the public. Not only reading, but also listening to and seeing faces can help to achieve the goal of building trust with the community. The better and unique quality of content = the better outreach in social media.

The idea of having a strong video marketing strategy is not new and is applicable for nearly all kinds of businesses. Regulators can also benefit a lot by using video content on their social media and websites.

**Boosting video content is a guaranteed way to ensure maximizing outreach potential.** Recently Video has absolutely

dominated social media. Below are some video format suggestions for your social media strategy:

### **16. Animated Video Tutorials**

*Video tutorials can be the most important aspect of Regulator's marketing strategy. From short video tutorials, to long educational videos: different types of videos can play different promotional roles.*

*Examples for this can be found from European Securities and Markets Authority or US Securities and Exchange Commission Youtube pages: [Example](#)*

*\*Short educational video tool is explained in this toolkit's [Online Education Part: Example](#)*

### **17. News: In Video Format**

*News can be shared not only in text format, but also in video format, for social media video content. For the videos it's preferred to be no longer than two minutes for sharing on Social Media and on Websites.*

### **18. Video Interview**

*The video interviews again can play the same role as text interviews; however, the research shows that*

*video interviews have better visibility than written interviews.*

*[Example for this from FEAS Interviews.](#)*

### **19. Video Biographies of High-level professionals**

*Introductory videos about Regulators' Board members (biographies). Knowing board members better can build Trust with the community and can have a good influence.*

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## **V Publications**

***Applicable to all five focus groups***

When publications sometimes may not sound as a clear and specific marketing tool, the promotion and distribution of these publications can assure visibility to your brand. Promoting publications can be done not only through the website, but also through social media channels, emails and third-party media organizations.

Below are some types of publications to help Regulators to reach their goals in terms of raising financial awareness:

### **20. "Capital Market" Package**

*Packaging the local capital market and showing all stakeholders as one, for attracting international investors. The package can have information on how to enter the local market, who are the stakeholders, what's the role of the Regulator in the market, etc. Later on, this package can be promoted during local and international events.*

*[Example for this from Securities and Exchange Organization of Iran](#)*

## **21. Guidelines and Rulebooks**

*While this tool may not seem as a marketing tool, indeed, it can become a great promotional tool, if being packaged and distributed correctly. The visualization and promotional means plays a huge role here.*

[Example for Investor.gov](#)

## **22. Response Papers and Newsletters**

*Make sure the Response papers and Newsletter are widely distributed with the general public via Website, Social Media Channels and News platforms (such as: <http://www.mondovisione.org/>)*  
[Example for this from ESMA](#)

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# **VI Event Marketing**

***Focus Group: Capital Market Players, IPO-able Companies, Students***

Events are the best marketing tools for networking and sharing experience. Regulators can play a huge role in gathering industry professionals and organizing industry events. The success of the event will bring a success not only to the Regulators, but also to the capital market industry.

## **23. Roadshows of local market for international investors**

*The Regulator plays a huge role in gathering the country's capital markets stakeholders, packaging and presenting in roadshows as a one strong institution. The success of the roadshow will lead to the success of the overall capital market.*

## **24. Trainings, Webinars**

*The same topics mentioned for online webinars can be discussed in onsite settings. The webinars can take place both in the company building and in the third party companies, participating in as a Guest Speaker or Invitee.*

## **25. Participation in Networking events**

*Regulators, as well as other Capital Market Stakeholders, should be available for communicating with the public and for the above mentioned focus groups. The participation in Networking events can be a good tool for new connections and sharing experience.*

## **26. Hosting university students at the company**

*Hosting university students as a part of university classes can not only teach the students about the capital market in general, but also can attract*

*the students for internship opportunities.*

*This also can work in an opposite way, as professionals' visits to schools and universities as a guest speaker.*

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# **VII Tools to Promote Financial Literacy in the country**

***Focus Groups: General Public, IPO-able Companies, International Investors***

Raising Financial Literacy in the country is beneficial for all capital market players, thus, not only stock exchange or CSDs should work on this, but all capital market stakeholders. For having a strong and educated community, all market players should play their role.

Below are some tools that can be used by Regulators to promote financial literacy in the country.

⇒⇒⇒A good example and interesting approach for raising financial literacy from Securities and Exchange Commission:

SEC has a special “**Information for Teachers**” page on [investor.gov](https://www.investor.gov) website, where saving and investing information for teachers is gathered.

Special [guideline book](#) is made for teachers' use, also, different templates and activities are highlighted. ←

Some of the tools mentioned above can be applicable also for FinLit Promotion.

**Tools to Promote Financial Literacy for students:**

## **27. “Capital Market” day in universities or schools**

*With special focus on teaching terms and processes for youth, aiming to raise the interest among students towards the industry. The Special “Capital Market Day” can take place in the university, with a participation of different stakeholders and industry players.*

## **28. Guideline for university students to avoid investment fraud**

*Guidelines can be either in digital or published books format. Can be provided as a part of educational programs to universities and high schools. The guidelines can be followed also by regular visits and meetings with the schools.*

## **29. Special platform for teachers on how to educate students**

*The platform can be a part of Regulator's website and can have interactive content with real-life examples. The purpose of the platform is to engage students and keep them informed about the field. The platform can have videos, templates, introductory packages, all files available for download.*

*[Example for this from Investor.gov](#)*

## **30. Influencer Marketing**

*Celebrities and online influencers talking about investments. When working with online influencers, Regulators should be very attentive to choose the right influencer from their field. The influencer needs to be someone, who has power and has the ability to affect the decision making process.*

*\*Product placement in famous talk shows and soap operas can also be considered as a marketing tool for Regulators.*

## **31. Board Games**

*With the rise of online games and digital platforms, the board games are still usable. Monopoly on investing and capital markets or card games can become a favorite game for the youth. This can be done not only by the Regulator, but it can be done as a cooperative project between the Regulator and Stock Exchange.*

## **32. Special Program for athletes and sports people on how to invest and save their money, "Money Matters"**

*Special promotional package for athletes and sport professionals on smart investment and money. Can be promoted in personal meetings settings and/or group visits to the Regulators office.*

## **33. Participation in international projects, events**

*Capital market stakeholders need international visibility, and Regulators should also be a part of this. Participation in international events and campaigns brings long-term success in terms of global marketing.*



*International visibility through international events, such as:*

- [Global Money Week](#)
- [World Investor Week](#)
- [Ring the Bell for Gender Equality](#)

### **34. Mobile Application**

*Depending on the country and community need, the mobile application format can be different. Mobile application is costly and needs regular updates and work. Thus, this tool can work well if the approach is professional and on point. The application can be about saving money, budget, monthly expenses.*

### **35. Animated Comic Book**

*Can be in the same format and have the same content as mentioned in the “Digital Comic Book” section(1.5).*

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## **VII\* Advertising/Distribution**

### **Channels**

***Applicable for all five focus groups***

The marketing tools mentioned in the publication might work in different ways for different Regulators. Thus, there are also some advertising tools and means that can be helpful for some Regulators to reach directly their target audiences. Some of the tools can be used as a part of advertising campaigns on TV, Radio promotion, billboards. These depend specifically on Regulators marketing and advertising budget, which may be different for each Regulator.

TV advertising is still one of the most effective ways to create awareness about a project or specific product, but in 2020, mainly the ad spending is moving to the digital platforms. **For television or radio advertising, it's especially important to choose the right time and the right price at which to air their ad.** Some of the common tools for advertising are mentioned below:

### **36. Promotion on TV**

*Short Ads on Smart investment and Money, or, new rules and laws by Regulator in a short animated video can be a good starting point for TV Advertising. Later on, based on the*

results, the advertising strategy can meet some changes.

### **37. Radio Promotion**

Short introduction on Smart Investment in a funny conversation setting, can catch the listeners' attention on urgent topics. Radio promotion works well for some specific focus groups. It can be a unique trick for immediate marketing results.

### **38. Billboards on the main streets of the city**

No matter how fast digitalization is taking place, people are still walking on the streets, looking at all kinds of advertisements and billboards, outdoor advertising is still very popular.

Good example for this is [Nasdaq Times Square Advertising](#). Having a billboard in the main street of the Regulators city, can be used not only for Regulators' advertising, but also for other capital markets stakeholders.

### **39. Billboard on the building of institution**

Using your building for advertising placements can be beneficial for not only the advertisers, but also for your company's marketing. Start from packaging all the possible advertising platforms and communicate with the interested stakeholders.

[Example for this from NYSE Global Visibility](#)

# VIII COVID-19 impact on Marketing in Capital

## Markets

Covid-19 impacts all aspects of business and economy, and how company will adapt to new challenges will define how ready the company is for rapid changes and growth. Whether companies are ready for changes or not, the change is here, and there is no time for getting prepared for it. **When financial institutions are trying to save the economy, marketers are here to save the business.** In general, all businesses need marketing, and as the world goes digital during global pandemic, if your company doesn't use digital marketing tools, it's definitely losing the "big slice of the cake".

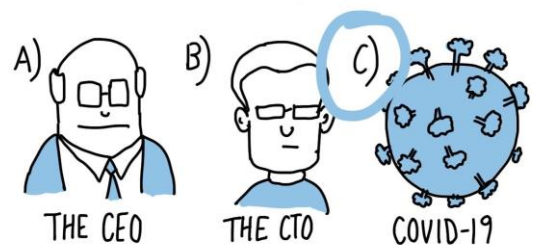
When COVID-19 ends, and employees return to their normal working routine, the consumerism won't be the same. Priorities have shifted and marketers should understand and reflect that.

All capital market players should look at their marketing strategies amid COVID-19 and immediately adapt to new tools and tactics. For Regulators, this is the best time to be ahead of the curve and inspire other capital market players to get the best out of this time in terms of marketing.

Each capital market stakeholder should figure out how to strike that balance and that will require more than new slogans and updated logos.

More than ever, the investors want to trust the markets and believe that their money is safe and they are protected from possible global threats. Support isn't always tied to revenue; the quarantine has taught us that online conversations can be just as meaningful as face-to-face interactions, and marketers should take note.

WHO LED THE DIGITAL TRANSFORMATION OF YOUR COMPANY ?



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Some of the tools mentioned in the toolkit can be used during a pandemic situation. The world goes digital, so should do your marketing strategy. Marketing digitalization during these times can lead to an immediate success. Below are some tools taken from industry players marketing performance that can be taken into consideration

especially during the global pandemic situation.

These tools are explained in detail in the toolkit, their usage during the pandemic can help the Regulators to be in touch with the stakeholders and general community. The tools can be used for digital platforms and can lead to short-term immediate success:

- Online Webinars
- Free of charge online meetings, Online Networking Events

- Social Media Campaigns on Pandemic Impact
- Glossary: Learn Capital Market vocabulary, one word a day
- Email Marketing- About New trends and changes in the market
- Digital Newsletters - Monthly or quarterly newsletters about overall performance
- Video Content
- Online Interviews
- Live Q&S

# Resources

[U.S. Securities and Exchange Commission Website](#)

[U.S. Securities and Exchange Commission Investor Website](#)

[U.S. Securities and Exchange Commission LinkedIn](#)

[U.S. Securities and Exchange Commission Twitter](#)

[The European Securities and Markets Authority \(ESMA\) Website](#)

[The European Securities and Markets Authority \(ESMA\) LinkedIn](#)

[The European Securities and Markets Authority \(ESMA\) Twitter](#)

[Jordan Securities Commission Website](#)

[Securities and Exchange Organization of Iran Website](#)

[Financial Markets Authority Austria Website](#)

[Financial Markets Authority Liechtenstein Website](#)

[Financial Markets Authority Liechtenstein LinkedIn](#)

[Bank Of England Website](#)

[Bank Of England LinkedIn](#)

[Central Bank of Armenia Website](#)

[Central Bank of Armenia LinkedIn](#)

[Securities and Exchange Commission, Nigeria Website](#)

[Securities and Exchange Commission, Nigeria Twitter](#)

[Securities and Exchange Commission, Nigeria Investor Education Portal](#)

[Securities and Exchange Commission, Thailand](#)

Keep in touch with us

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*The Federation of Euro-Asian Stock Exchanges provides this toolkit for global Regulatory bodies, to have some global marketing tools that we find appropriate for Regulators use. If you have questions concerning the meaning or usage of a specific tool, please contact FEAS Secretariat.*

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