

BENEFITS

- Use of third-party insights, facts, and industry insights increases lead generation and interest in digital channels.
- Communication programs with top clients can enhance engagement and client satisfaction helping to retain those relationships most critical to the organization.
- Marketing is Frequency X Reach. Mercator provides the channel and the content types to drive the communication of corporate narratives.
- Online events are an alternative in this environment. Mercator can run and host these events to drive traffic.

PAST EXPERIENCE (SUCCESS STORIES)

- For a major processor that was dealing with a data breach, Mercator created a campaign to demonstrate strong authentication, which was implemented, and to reshape the processor's corporate image (**brand perception**).
- A major processor utilized Mercator's content production and survey capabilities to create a public-facing series of articles over a four-year period to establish its reputation as having a deep understanding of the contemporary payment landscape (**lead generation**).
- A global payment network used Mercator's thought leadership and expertise to communicate with its largest U.S. Issuer clients regarding governmental regulation (**client communications**).

DIGITAL MARKETING – MERCATOR IS YOUR RESEARCH PARTNER VIRTUAL EVENTS • LEAD GENERATION • ROAD SHOWS • THOUGHT LEADERSHIP

In these challenging times, Mercator Advisory Group recognizes the importance that organizations must place on the digital marketing and digital communication channels. We are finding strong interest across our client base in digital communication activities, and we urge your organization to consider a planned effort in these areas.

Not all groups have the same immediate goals, and there are a range of options for your company. However, no matter which channels you use for marketing, **content is king**.

Mercator Advisory Group provides a unique solution set. We deliver deep industry expertise coupled with data-driven, fact-based solutions and we bring a unique, powerful delivery channel, through our proprietary media platform PaymentsJournal.com. **It is this trifecta which yields exceptional value for our clients.**

As the only research firm with this capacity, coupled with our research directors' cumulative 250+ years of payments industry expertise, we stand uniquely positioned to assist businesses during this critical time. Client goals have included: key account outreach, lead generation, brand perception influencers, communications initiatives around key differentiators, programs designed to highlight executives/thought leadership, and many more.

We would like to talk with you about your needs and to tailor an appropriate program.

We are finding the following to be immediately and highly relevant:

Social Media Series

Social media has proven to be a great place to garner visibility. These series of custom made images will allow you to tell your story in a fresh way.

PaymentsJournal Featured Articles

When it comes to raising your profile, the PaymentsJournal Article Stream is a great place to start. You will have the ability to raise your profile with this series of articles.

PaymentsJournal Micro-Content

All Feature Articles are accompanied by 'micro-content' tactics. These tactics may include podcast, written Q&A interview, resource promotion, blog post or press release support.



Co-Sponsored White Paper

A white paper, whether based on new or existing research, is a written document comprised of approximately seven to eight pages. It is designed to provide the reader with insightful information, data, and analysis on specific payments industry-related topics.

Webinar

Garner more interest with a webinar on the specific payments-related topics. Our expert analysts give further insight on the information, data and analysis in this recorded webinar.

Infographic

Infographics are the perfect graphical channel to draw in new interest in a given topic. They are based on our own research data and analysis, or you can incorporate your data.

