

How to get clients in 2023

Marketing and client acquisition for brokers

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COO and Co-Founder



b2broker.com



b2binpay.com



b2prime.com

What can be achieved with proper marketing

eToro



Founded
2007

Marketing campaigns
based on well-known
events/content



FxPro



Founded
2006

Invested in Yacht Club de Monaco,
Beda Sailing Team, McLaren Racing,
Virgin Racing F1 Team & etc

Investment in

3 Formula 1 teams

2 Rally championship

4 Football clubs + many more



Binance



Founded
2017

Ronaldo followers on Instagram
261 000 000

Invited Ronaldo

Global marketing campaign
featuring Ronaldo, aiming
to give his fans an
introduction to Web3
through the world of NFTs



Marketing

Offline Online



Conferences



Expo



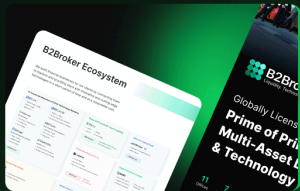
Speech



Billboard



Catalogues



Magazine ads

Performance



Programmatic

Crypto ad platforms

Local search engines

Seo

On-Page

Off-Page

Technical

Content

Video

Webinars

Product description

Ads

Articles

Education

Product description

News

SMM



Other platforms

Email

Manual

Product updates

Events

Warm-ups

Automatic

Welcome emails

Cross-sale/Up-sale automations

PR

Free publications

Paid publications

Influencer



Other platforms

Affiliate

Referral programs

CPA

CPA platforms

Agencies

Website as a main component of marketing

Awareness Ladder

Discovery

Interest

Research

Intent

FTD

Loyalty

Purposes of the Website

The website should inspire confidence, helping the user to understand all the concepts

Fuel your users' interest with the **expert content**

It is necessary to transparently show your **features** and why you are better than your competitor

The **registration** process should be as user-friendly as possible

Web tools should maximise user engagement

Marketing tools are used for bringing the user back while website UX should provide the maximum comfort

Website

Full time team

20 members

Additional workers

10 members

Released languages

15

Released pages

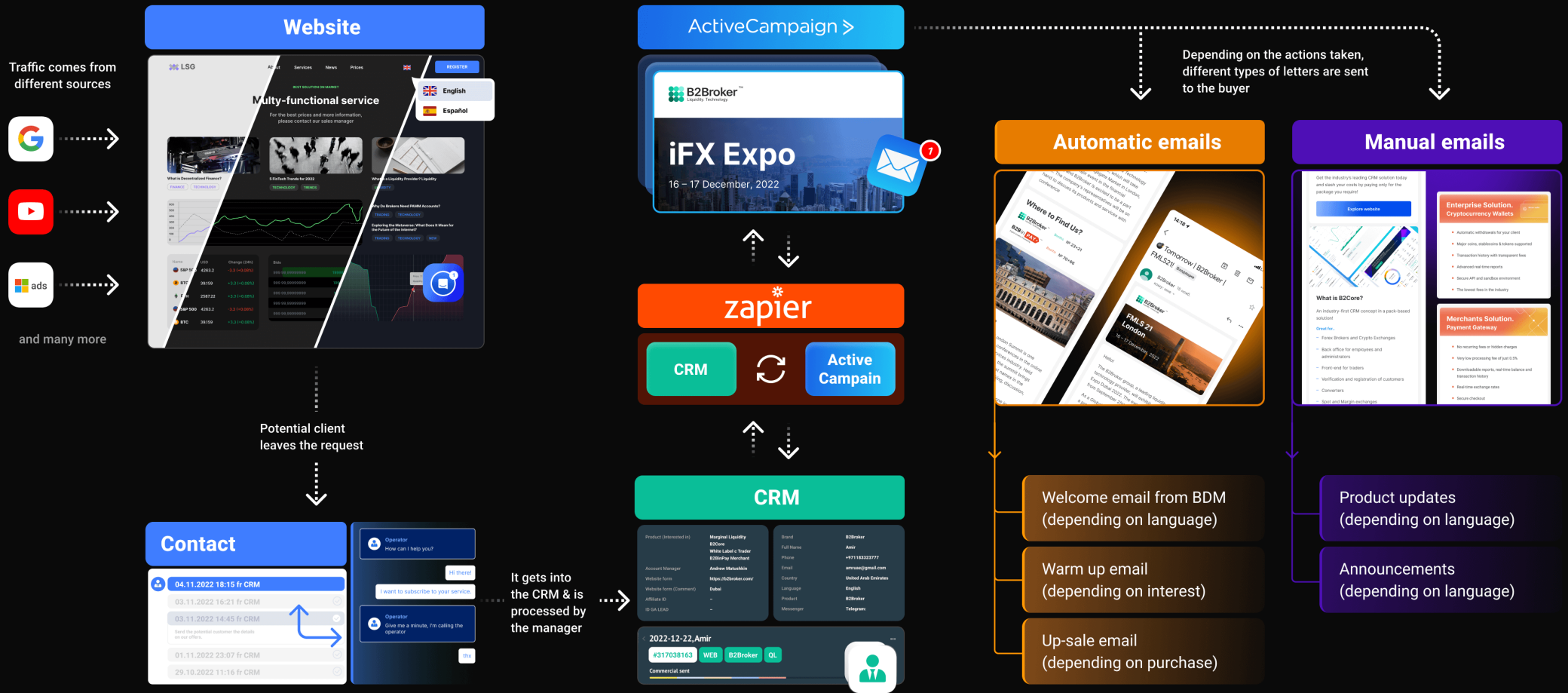
700+

The website has been redesigned 4 times since 2015. The latest version was launched in October 2020.

B2Broker.com overall cost

\$ 2 500 000

Email and CRM marketing to catch the audience



B2Core as non-typical but the most efficient way

Desktop

The B2Broker Desktop interface features a comprehensive dashboard. On the left, a sidebar menu includes links to Dashboard, Wallets, Platforms, Funds, History, Leaderboard, and Profile. The main dashboard area is divided into several sections: a top header with a user profile and a 'B2BROKER' banner; a 'Wallet Overview' section showing a total balance of 12,481.39 USD; a 'Quick Links' section with icons for Deposit, Trade, Settings, and Verification; a 'Trading Favorites (MT5)' section displaying live account balances and funds; a '24/7 Customer Support' section with a 'Create a Ticket' button; and a 'Payment Accounts (MT5)' section showing live account balances and funds. A 'Recent Transactions' section is located at the bottom left. On the right side, a 'Notifications' panel lists 'Incoming Deposits', 'Trading Account Info', 'Ticket Updates', and 'Withdrawal Confirmations'. Below these, a 'Marketing Tools' section includes links to SendGrid, Mailgun, Twilio, Vonage, and Segment. At the bottom right, a 'Heatmaps' section is highlighted.

Affiliate Module

The B2Broker Affiliate Module interface is designed for affiliates. It features a sidebar menu with links to Dashboard, Profile, Links, Barriers, Reports, Acquisition, Clients, Accounts, Deposits, Withdrawal, and Transactions. The main dashboard area includes a 'Join our online workshops!' section, a 'Your Partner Link' section, a 'Wallet' section showing a balance of 0.00854839 BTC, and a 'Trading Report' section with a line chart. A 'Banners' section on the right displays various promotional banners. Below the banners, a 'QR Codes' section shows a QR code and a 'Referral Links' section with a table of referral links. The interface is clean and professional, with a focus on providing affiliates with the tools they need to manage their accounts and track their performance.

Mobile Applications

iOS Android

Mobile Trading

Mobile wallet

Banners

QR Code

Adaptive UI

Notifications

Use full marketing capacity of our products

Forex Broker Report

Report month

November 2022

Total clients

400 ▲

Total deposit amount

\$ 739,121

Age (months)

8

Customer size

S

Average Monthly New Clients

47.00

Total Customer Score

30 max : 41

Clients activity

16.00

Customer finance

3.00

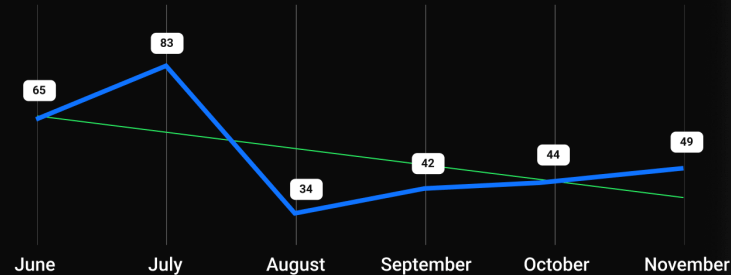
Customer size

7.00

Customer growth

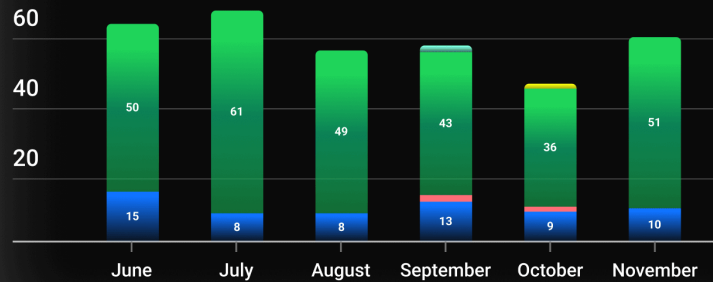
4.00

New clients per month



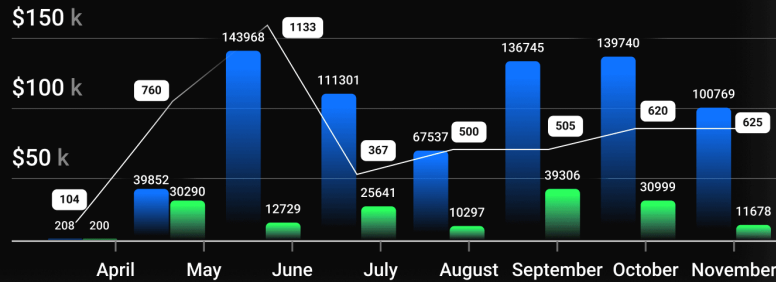
Deposit methods by months

■ Crypto Deposit ETH ■ Google Pay ■ Paypal
■ Crypto Deposit USDT (TRC-20) ■ Crypto Deposit USDC



Deposits statistics by months

■ Total deposit amount ■ Max amount of 1 deposit ■ Median amount of 1 deposit



Client



Dedicated account manager

works on



Customer Business Strategy



Monthly Activity Plan



Launch 3 New Trading Conditions Products



Market LATAM customers with newly integrated Payment Channel



Activate Helpdesk and reach Resolution Rate to 85%.

Employees as your brand ambassadors

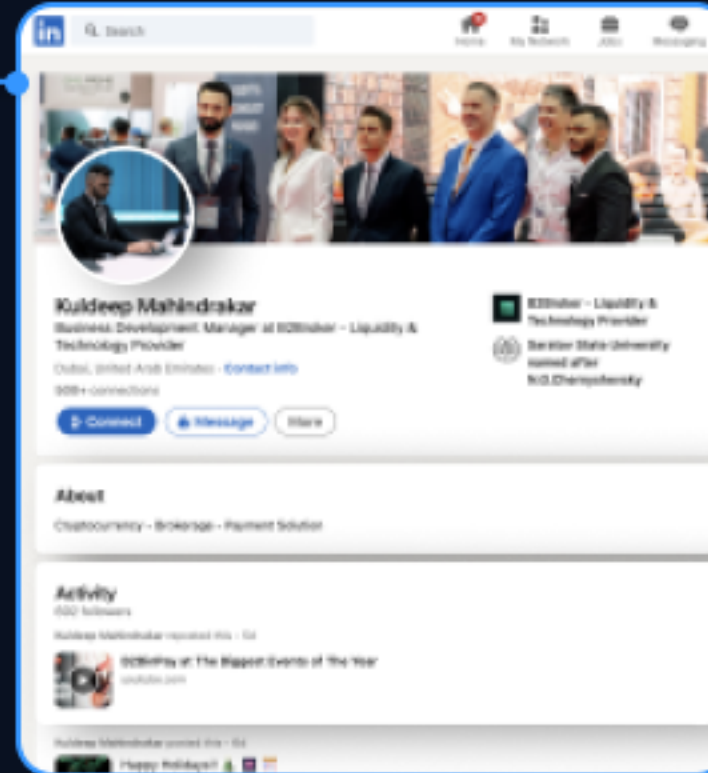
Socials

LinkedIn

Your employees may be your ambassadors



and others



Expertise



Corporate merch

Clothes

Games

Decor

Chancellery

Pens

Notepads

Badges

and many more



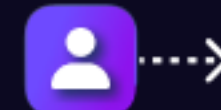
HR brand



Social responsibility



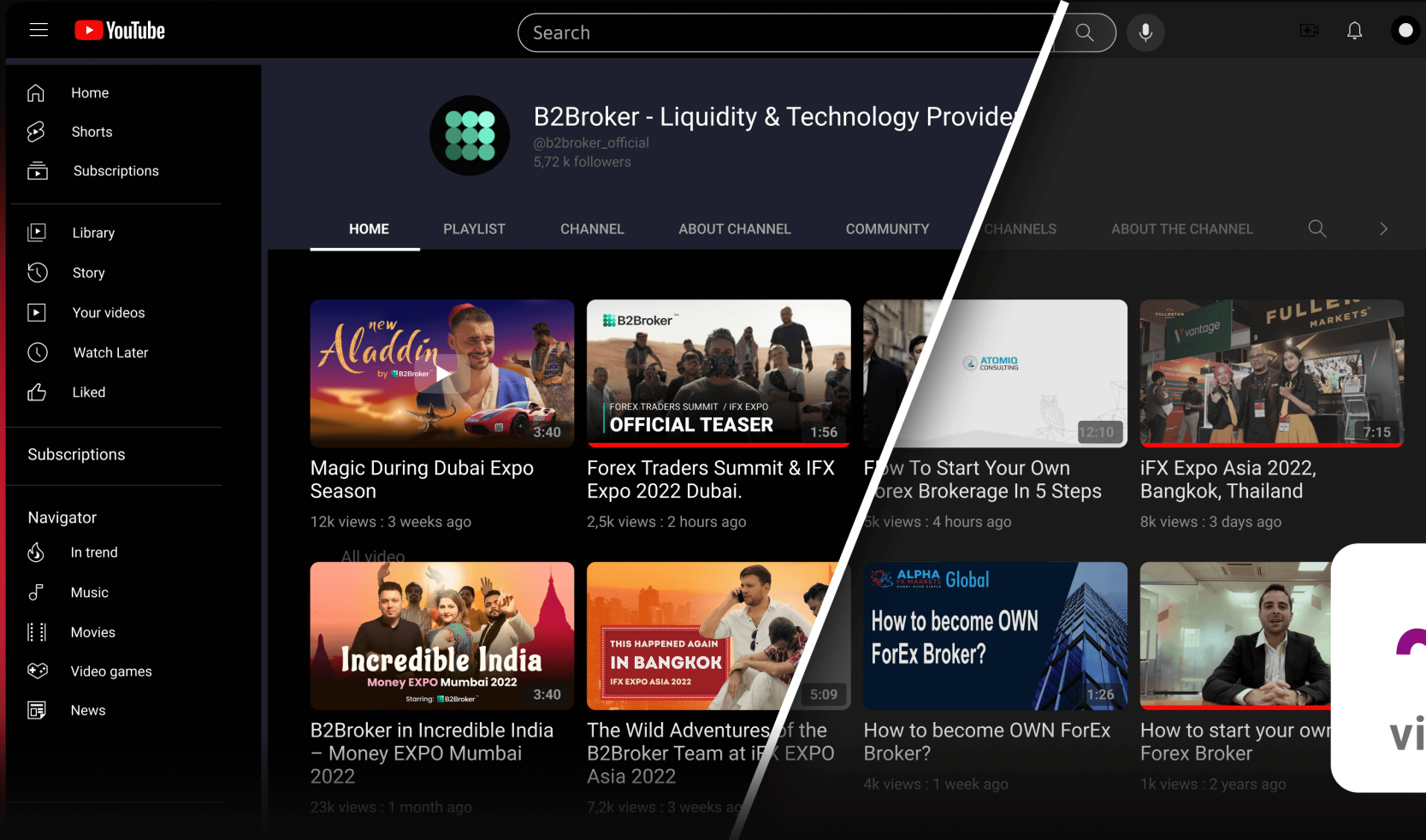
Professional development



Alumni



Creative ways to change the game



Heading

Be a step ahead of your competitors

Always share your expertise

Be transparent and reliable

Constantly improve the level of the production

~100
videos in 2022

Expenses

Content Creation

4%

Other

2%

Website
Translations

4%

Travel Expenses

6%

SEO & PRs

30%

Paid Ads

10%

Video
Production

5%

EXPO

40%



> \$2,5 mln

Spent on marketing
in 2022

B2Broker.com

In-House Development SAAS Technology Systems



- Trader's Room & CRM
- Client's Portal
- Back Office



- Affiliate System
- Introducing Brokers Software
- Module of Partnerships Program



iOS & Android

- For B2Core & B2Core IB
- For B2BinPay
- For B2Trader



Spot Exchange Trading Platform

- Matching Engine
- Pure Order Book
- Trading API



Money Management Platform

- Copy Trading
- PAMM & MAM
- Social Trading



Liquidity Hub

- Bridge to Spot Exchange
- Bridge to Perpetual Futures



since 2014

11 Offices

Dubai Limassol London Mauritius
Tbilisi Hong-Kong Tallinn and others

7
licenses

360+
employees

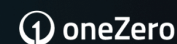
24/7
support

B2Broker.com

White Label Trading Platforms. BAAS (Broker as a Service)



Liquidity Hubs



B2Prime.com

Prime of Prime Multi-Asset Liquidity



- FOREX
- Indices
- Metals
- Commodities
- Crypto CFD

Regulation: **CYSEC (Cyprus, EU), FSC (Mauritius)**

Digital Assets Processing



Digital Assets Processing

- Merchants
- Blockchain Infrastructure
- Enterprise
- Custody Service
- Wallets

B2BinPay.com

Regulation:
FIU (Estonia)

Digital Assets Exchange



- Corporate Clients
- Professional Clients
- Institutional Clients
- USD, EUR, GBP Settlement

B2BX.exchange

Regulation:
FIU (Estonia, EU)

Venture Capital Fund



- Startups (IT & Digital assets)
- M&A Market

B2Broker.com

Digital Banking Services



- Virtual IBANs
- Business Accounts
- Payment in Open Banking Environment

Eqwire.com

Regulation:
FCA (UK) AEMI License



Thank you!


We are here to help you grow your business



B2BrokerTM
Liquidity. Technology.
b2broker.com


B2Bin TM
Digital Assets Processing
b2binpay.com





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