



CASE STUDY:

Positioning & Branding

A New Fintech
Company



REPUTATION^{ink}

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Our Client:

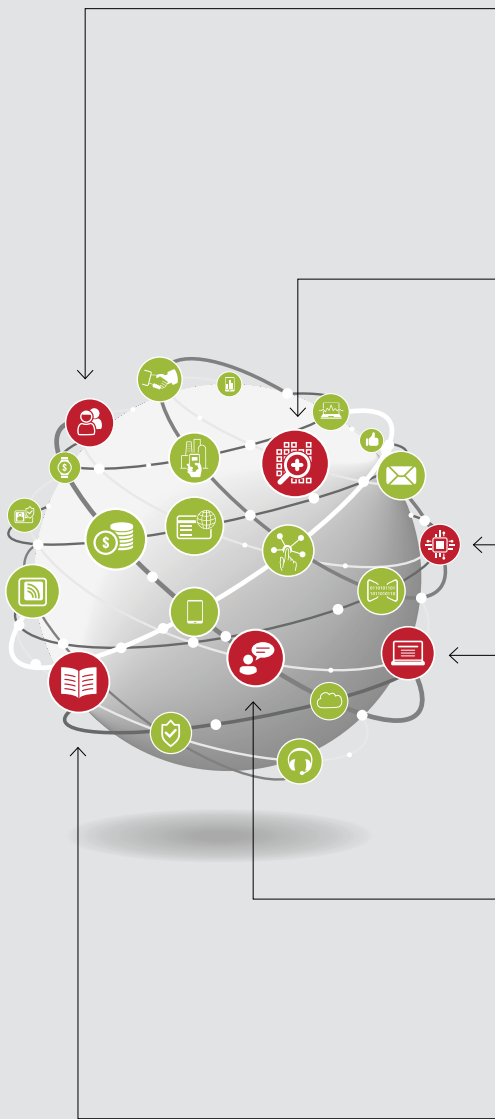
Financial technology (fintech) consulting firm [BlackLine Advisory Group's](#) experienced consultants and licensed attorneys advise clients on issues such as payments strategies, data breaches, blockchain and cryptocurrency, compliance issues and more. BlackLine's parent law firm, Frost Brown Todd, contacted us after our success with the firm's other subsidiary, [CivicPoint](#).

Challenge:

When we were brought on board, BlackLine was brand new—in fact, the company needed a name, brand identity, website content and assistance with clearly communicating its unique value proposition to its target audiences.

Our Solution:

We studied the business from the inside out, researched the fintech market, and interviewed the company's leadership and relevant subject-matter experts. Then we:



1. Named the company

The process included competitive research and brainstorming names that would resonate with BlackLine's target audiences. The client selected "BlackLine Advisory Group," which played off of a term used by attorneys when editing documents and a phrase associated with positive ROI—being "in the black."

2. Clearly defined the company's value proposition

We helped the client articulate its unique value proposition to stand out in the competitive fintech and payments consulting space.

3. Developed the website page architecture

We strategically determined which website pages viewers would be searching for, and the best order in which to present them to provide an intuitive user experience.

4. Drafted the website copy

We developed web copy that clearly communicated BlackLine's expertise and service offerings in a compelling manner.

5. Secured press coverage of the company's launch

Our team pitched key media outlets to garner interest in this new subsidiary of highly regarded law firm Frost Brown Todd.

6. Ghostwrote articles & published them in relevant trade publications

Leveraging BlackLine's expertise in emerging payments technology, we drafted and successfully pitched thought leadership articles to relevant trade publications.

ONCE BLACKLINE WAS SUCCESSFULLY OFF THE GROUND, our team expanded its resource library by creating a conference-ready sales presentation and other content that showcased the company's capabilities. Establishing a consistent brand voice across all platforms was critical to helping BlackLine grow into a well-positioned leader in the market.

BlackLine has thrived for years since its founding. The company's leadership expressed the highest level of confidence in our work when they referred us to one of their clients to write a new website.

AS THE COMPANY CONTINUED TO GROW, BlackLine called on us again to train their internal team on:



By equipping their team with these marketing strategies and best practices, we helped them leverage internal resources for the company's continued success.



Looking for a marketing partner to help position your company and define your unique value proposition? Contact us at **904 374.5733** or info@rep-ink.com.