





# PARADIGM'S HINTS & TIPS

## AS PART OF OUR MARKETING MONTH

### TONE & LANGUAGE

As an industry, we can often be a bit jargon-heavy! Within Financial Services, a lot of topics can be quite complex, with lots of abbreviations and it can be quite difficult to understand for someone who has never worked in the industry or doesn't have any experience with speaking to a financial adviser before! We would therefore recommend keeping your messaging and communications straightforward and simple, as this will help create a level of trust between you and your (potential) customers. Of course, you will know that the FCA stress the importance of all promotions being "fair, clear and not misleading, so that consumers can make informed decisions."

### CAN YOU GIVE ME AN EXAMPLE FOR ABBREVIATIONS?

It sounds obvious, but writing out the full sentence with the abbreviation in a bracket is an easy way to keep everyone included in your communication. For example, First Time Buyers (FTBs), means you can easily refer to them as this in your messaging without causing any confusion. We do recommend you do this in every new piece of messaging you create though. The best way to look at all of your communications is, to think 'Would I know what this is talking about before I worked in Financial Services?'.  
  
  
  


### TAILORING ISN'T JUST FOR YOUR CLOTHES!

Tailoring your language is vital, but it can also be a difficult thing to get right. As you are probably aware, it is a key component of the Consumer Duty to be clear and concise language in your communications with customers. You will already know to pay attention to your customers tone of voice and language used when you're in discussions with them about advice. This can also transfer into your marketing; depending on the method you are using to communicate, or who the intended audience is, you should use the appropriate language to ensure they understand your message. Tailoring your language can help build trust and keep you all on the same page!

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# tone & language continued...

## Subtlety is Key...

Subtle changes in your language are really important too. For example, changing 90% Loan to Value (LTV) to 10% deposit for residential cases will usually make it seem more understandable. Another example is protecting your home rather than protecting your mortgage, as this may make it seem more tangible and therefore more likely to elicit a response.

## So is consistency...

You may be just starting out with marketing your business, or you may have been doing it for a while already, but one thing we would really recommend is to be consistent with your messaging! When creating content, you should always be aware of your core values, your target audience and promises to your customers – you can then use the same tone of voice to create your brand identity.

## Okay... But can I do this on social media?

As you are probably bored of hearing us say, different platforms do have different demographics of users, so it's really important to amend your tone of voice and language accordingly, whilst still keeping the same messaging. For example, for Paradigm Mortgage Services, we consistently use the messaging "Award-winning Mortgage Club" or "Unique and completely transparent profit share" but the context we would use this messaging on say LinkedIn, compared to TikTok, would be quite different (formal to informal). Think of it as repurposing your content rather than starting fresh though!

## Consumer Duty!

Another thing you are probably bored of hearing us talking about, but something that is extremely important is the new Consumer Duty rules which came into effect in July of this year.

A key component of Consumer Duty is using clear and concise language and understanding your clients' knowledge on a subject. It usually isn't a case of one size fits all with this, and it's really important to keep this in mind when preparing any marketing content.

On this matter, our Technical Helpdesk team have been helping firms with their financial promotions since our launch in 2007, and can assist with your financial promotion procedures as well as helping you to draft and issue compliant promotions designed for your target audience. Examples of items we get asked to check include websites, brochures, flyers, stationery and adverts. Please get in touch if you'd like to know more – please give us a call on 03300 536061 or [complete this short form](#) and one of our team to give you a call back, we'd be happy to discuss how we can support your business either on an ongoing or ad hoc basis.