



ETFs: WHY PR IS THE SECRET SAUCE FOR VISIBILITY AND SUCCESS

Why Companies Should Consider Hiring a Specialist ETF PR Firm

Introduction

We at Blackwater launched a PR service for the ETF ecosystem about a year ago, and honestly, it has been a real eye-opener. There are some hard truths about PR in the ETF industry - many companies still see it as a waste of money, a luxury rather than a necessity. Others take the baffling route of choosing a generalist PR firm over a specialist one. And worst of all, expectations are often wildly unrealistic - some companies think they'll be on the front page of The Wall Street Journal on day one.

The reality? PR done right is a game changer. But it takes the right strategy, the right firm, and a serious rethink of how companies approach it.

The ETF PR Misconceptions That Need to Die

1. "PR is a Waste of Money"

This is probably the biggest myth out there. If you think PR is just fluff and nice-to-have media placements, you're missing the bigger picture. PR, when done correctly, doesn't just generate buzz - it shapes industry perception, builds trust, and positions your firm as a thought leader. In the ETF space, where credibility and differentiation are everything, PR is one of the most powerful tools at your disposal.

2. "A Generalist PR Firm Will Do Just Fine"

Why would any company hire a generalist PR firm instead of one that understands their market inside out? It's like hiring a personal trainer who's never set foot in a gym. Specialist ETF PR firms know the right journalists, understand the market dynamics, and can craft compelling stories that resonate with investors and institutions alike.

3. "We Want to Be on the Front Page of The Wall Street Journal Tomorrow"

Let's be real - unless you're launching the next financial revolution, major media outlets aren't going to put your ETF in the spotlight overnight. PR is a long game. It's about consistent messaging, strategic storytelling, and cultivating relationships with key media players. Overnight success? Fanciful thinking. Sustainable brand-building? Now that's the real win.

4. "PR Equals Media Coverage"

Too many companies think PR is just about getting their name in the press. But what's the end goal? Media coverage or new clients? Thought leadership or brand authority? The best PR strategies aren't just about headlines; they're about driving meaningful engagement that translates into business growth.

5. "Everyone Will Care About Our Product"

Spoiler alert: They won't. A new share class launch or minor product tweak isn't newsworthy. Journalists and investors need something compelling—a fresh perspective, a bold prediction, a real differentiator. This is where a great ETF PR firm earns its stripes, transforming "just another fund launch" into a story people actually care about.

Why Specialist ETF PR Firms Are the Game Changer You Need

In the ETF industry, where visibility and trust are everything, relying on a generalist PR firm simply won't cut it. The truth is, ETFs aren't spontaneously bought - they are strategically sold. This places immense pressure on managers to build their brand, differentiate their products, and foster credibility among investors and stakeholders.

Here's why hiring a specialist ETF PR firm is a non-negotiable decision if you want to dominate in this highly competitive market.

Why PR is More Essential Than Ever for ETFs

- 1. Credibility and Authority:** Investors and institutional stakeholders don't just want performance; they demand trust and expertise. A tailored PR campaign elevates your firm as a thought leader, ensuring you're viewed as a credible and reliable partner.
- 2. Digital Visibility in an Algorithm-Driven World:** With digital platforms and search engines dominating the landscape, PR is no longer about getting a single headline. A robust strategy ensures your firm is not just present but prominent when investors search for ETF-related terms.
- 3. The Art of Storytelling:** PR isn't about screaming louder than the competition; it's about crafting stories and content that resonate. Whether it's highlighting unique fund features or delivering bold market insights, specialist firms excel at turning technicalities into compelling narratives.

The Game-Changing Advantages of a Specialist ETF PR Firm

While any PR firm can promise media placements, only a specialist ETF PR firm can deliver impactful, market-specific results. Here's how:

1. Deep Industry Knowledge: A specialist ETF PR firm doesn't just understand public relations; they live and breathe ETFs. They know market trends, investor psychology, and the finer nuances of the ETF ecosystem, enabling them to position your product as the go-to choice for your target audience.

2. Pre-Established Media Relationships: Generalist firms might dabble in a variety of industries, but specialist firms have direct connections with top-tier financial journalists and outlets like Bloomberg, Financial Times, and ETF.com etc. This translates to faster, more relevant media exposure for your brand.

3. Ability to Create Market Specific Content: Content remains king because it is the backbone of brand visibility, but its true power lies in specialist market knowledge. In the ETF sector, where complexity and competition are high, generic content simply won't cut through the noise. Effective content marketing requires deep industry expertise to craft narratives that resonate with investors, advisors, and stakeholders.

4. Long-Term Growth, Not Just Short-Term Wins: Unlike generalists who might push for fleeting media hits, specialist firms focus on sustained brand-building. They help you develop a market presence that lasts, establishing credibility and fostering trust over time.

ETFs Are Sold, Not Bought: Why Visibility is Key

In an industry with no shortage of options, staying invisible isn't an option. Without strategic PR, your ETF is just another product in an oversaturated market. To truly stand out, managers need to actively sell their ETFs by creating trust, engaging stakeholders, and leveraging media relationships.

Hiring a specialist ETF PR firm is the secret to achieving this.

Conclusion: Stand Out or Stay Invisible

In the fast-paced ETF industry, PR isn't optional - it's your pathway to trust, visibility, and lasting impact. Generalist PR firms may promise results, but only a specialist can deliver the tailored strategies and industry expertise you need to thrive. They don't just secure media coverage; they create narratives that resonate and build credibility where it matters most.

If you want to rise above the competition, choosing a specialist ETF PR firm isn't just smart - it's essential. Now is the time to elevate your brand, capture attention, and lead the conversation. Don't just compete - dominate. **The choice is yours.**

About Us

At Blackwater, we drive the success of the ETF industry through strategic recruitment, brand development, and career advancement. We connect top talent with leading firms, shape compelling brand narratives, and provide expert guidance to help businesses and professionals excel. With tailored education and deep industry insights, we empower our clients to build high-performing teams, enhance their market presence, and achieve long-term success.

Stay informed with our global newsletter, The Week in ETFs, for weekly insights and trends. If you would like to discuss anything in this report, reach out to mike@blackwateretf.com