

# **3 Common PR Mistakes ETF Firms Make...**

...and how to avoid wasting budget on  
press that nobody reads.

# Mistake 1: Chase Coverage, Not Credibility

Getting featured in Forbes or the Financial Times feels like a win... and asset manager love seeing their name in the press. But here's the thing: getting your name in big outlets doesn't matter much if it's not part of a meaningful story that actually speaks to your target audience.

Being seen doesn't replace being believed by prospects.

## Mistake 2: Pitch Like It's 2012

Here's a quick way to get ignored by the media: send out a stale, jargon-laden press release about your "innovative" ETF, claiming it gives "unique exposure" to some basket of assets. No one's buying it anymore...especially journalists.

### What to do instead:

Talk like a real person. Show how your ETF fits into current, real-world trends: AI, geopolitics, inflation, the green transition, etc. Journalists want stories that are newsworthy, not just product launches. Give them an easy-to-use angle that makes them want to write about it.

# Mistake 3. Treat PR Like a One-Off Project

So you just launched an ETF and you sent a press release—great. Now, why isn't anyone talking about your fund three weeks later? Too many ETF firms treat PR like a checkbox: product launch → press release → done.

The media is focused on the news, not on how to give you a free product placement or advertisement.

## What to do instead:

Think of PR as a long-term game. Build consistency. Develop your narrative over time. Leverage news cycles and trends, not just your own timeline. If you want reporters calling you for quotes, start giving them something valuable before you even need the coverage. Especially relevant for entrants in new markets in which the brand may be unknown.

## Final Thought

PR isn't about who you know anymore. It's about what you say and how you say it. If your ETF isn't resonating, it's not your fund: it's your narrative.

# Need help building a PR engine that gets you noticed and trusted?

Let's talk. We create bold ETF narratives that cut through the noise and get picked up by the right media for the right reasons.

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