



The Making of a Future-Proof Payments Organization:

How Effective Marketing Shapes Your Business

- Insights from Wendy Ward, CMO of UATP

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How Effective Marketing Shapes Your Business

Marketing is an essential component of success for payment solutions providers and financial technology companies. How companies approach their marketing strategies not only impacts how their brand is perceived in the marketplace but also their overall performance. But what are those strategies, and how have they evolved? And what does this mean for marketers in the payments and financial technology space, who must navigate regional complexities and communicate the benefits of a sophisticated product set to consumers and businesses?

It's increasingly evident that the most effective marketing strategies—especially for payment companies—are cohesive and comprehensive, integrated with every aspect of the business and carefully tuned to support a core brand identity.

In a marketplace where competitive advantage is often determined by how trustworthy, reliable and unified the brand is, these are crucial capabilities to master.

“Effective marketing strategies are cohesive and comprehensive, integrated with every aspect of the business...”

Why Marketing is Critical for Payments Companies

Indeed, these holistic, brand-oriented marketing approaches benefit businesses in all industries. Likewise, the nuts-and-bolts components of implementing these approaches are fairly universal. All brands must analyze and understand their market and their competitors, for instance. They must undergo clear-eyed self-assessments that inform key messaging, unique selling points and positioning and craft compelling problem-solution messages that reinforce their advantages relative to competitors' offerings.

Payment services providers and financial technology companies have all these marketing must-haves, but they also face unique challenges.

Regionality plays an outsized role in payments, for example, with diverse national and local regulatory environments and different payment preferences among regional consumer populations. For marketers at these kinds of companies, especially large multinational payment networks that operate in all regions, this means they need a **“think global, act local”** approach that can speak to the needs of individual regions and markets while simultaneously communicating (and adhering to) a central mission and set of corporate values.

Payment providers and financial technology companies also often must work with and manage multiple partners, which creates challenges from the perspective of maintaining consistent experiences for clients and end users.

The fact that payments companies distinguish between clients and end users illustrates another unique challenge: these businesses serve two customer bases, essentially making their marketing both B2B and B2C. Few other sectors share these same challenges.



The Benefits of Being a Marketing-Driven Company

For this reason, it's crucial that payment solution providers and financial technology companies endeavor to become more marketing-driven across the entire organization. This holistic, integrated approach can be a distinguishing quality in a crowded marketplace and yield bottom-line impacts. According to [Forrester Research](#), companies with high levels of alignment across customer-facing functions report 2.4x higher revenue growth and 2x higher profitability growth.

Brand awareness, affinity and trust are the key selling points in a crowded financial technology marketplace.

So, how can marketers achieve this? It starts with matching their message to their solutions and vice versa. Brand messaging must align with the underlying value the company delivers to its clients and end users and what resonates in the marketplace. Those messages must be communicated through the right channels and formats; thought leadership content may be most appropriate for one company, while more technical sales-oriented materials might be most effective for another. Investing the time and resources to fine-tune messaging and understand what will capture the target audience's interest will pay dividends.

This is particularly important for payment companies and financial technology enterprises, who have to articulate a complex message and often differentiate themselves based on the strength of that message. In fact, according to a recent [Fletcher Group report](#), most CMOs noted that brand awareness, affinity and trust are the key selling points in a crowded financial technology marketplace... all of which are defined or impacted by marketing messaging.

Marketing-driven companies that coordinate customer-facing functions see:

2.4x revenue growth **2x** profitability growth



As more traditional entrants race into the payments and financial technology space, including big banks and industry specific players like airline Global Distribution Systems (GDSs), the need to be marketing-driven is more critical than ever.

Digital native companies like Stripe, which rode its messaging and content marketing [strategy to unicorn status](#) and Monzo, which built a community around its brand, are two good examples of marketing-driven payments companies.

How UATP Created a Cohesive Brand for a Holistic Payment Solution

For a great example of an established global company that refreshed its brand amid an increasingly growing and competitive marketplace, while still meeting the needs of its diverse, multi-regional customer base, UATP stands out.

Even as the widely-recognized payment network built out its capabilities to include improved UATP accounts, launched a new suite of merchant services called UATP One, brought on new strategic partnerships in high-demand segments like open

banking and introduced support for an ever-widening variety of alternative forms of payment (AFPs), it molded its brand identity to align with its strengths, values and what it could deliver to its customers.

UATP's new product capabilities outgrew its longstanding brand reputation as the payment network owned and operated by the world's airlines, so a brand refresh was needed.

How do you reposition a brand that has been so closely associated with one industry and one value proposition for so many decades? It starts by **understanding and leaning into the company's strengths**, including the payment expertise UATP is so well-known for.

The commercial aviation payments landscape is notoriously complex. Yet, UATP mastered it, demonstrating its ability to navigate even the most challenging environments and proving its solutions could be viable in other, less complex verticals. Similarly, the breadth and global reach of the UATP network, built over many years serving a global industry, is one of the brand's key strengths and differentiators.

Executing a Successful Brand Refresh

Combining these established advantages with new and evolving technological capabilities formed the foundation of the brand refresh. To get to that point, however, the UATP marketing team had to analyze and assess their current brand and how it was perceived in the marketplace, then craft a plan to ensure that the refreshed brand would reflect the realities of the moment.

The global payments market has changed more in the past five years than in the previous thirty, and that progress is being pushed forward by innovators like UATP, a fact that the new brand and positioning would have to reflect.

Putting this into action would require more than a new logo or color scheme. UATP embarked on an organization-wide effort to create a culture that reflected its values and the most forward-thinking aspects of its solutions. Sales, product, executive and marketing strategies were all brought into alignment around the core mission. A comprehensive thought leadership and outreach campaign was launched, and yes, the website and brand color palette also got an upgrade.

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At the core of it all was UATP's commitment to a cohesive, cooperative and integrated approach to marketing, resulting in a brand that is still well-known but whose messaging meets the moment.

This process can be challenging for payment solutions providers and financial technology companies, but the potential rewards are significant.

By understanding the unique nuances of the payment and financial technology landscape, tailoring messages to the solutions on offer and the needs of the market, and approaching brand-building and positioning with intentionality and organization-wide buy-in, other companies can emulate UATP's example and refresh their brands to great results.

Want to learn more about how UATP refreshed its brand or how its solutions can simplify payments for your brand? [Get in touch with one of our experts here.](#)



The UATP Advantage

As the world's most reliable payment network, UATP combines a proven reputation with extensive industry expertise to design, create and implement high-performance payment solutions at a competitive cost, without sacrificing quality of service.

To learn how UATP can help improve your payments strategy, visit www.uatp.com.



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