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# Get your market talking about your business

**MD** Consulting  
MARKETING & COMMUNICATION

Specialists in FX, FinTech and  
RegTech Marketing & PR



# We are a London-based marketing services agency, focused on achieving results for businesses operating within financial markets, specifically;

## FOREIGN EXCHANGE (FX)

In the crowded FX market we can help identify your real competitive edge to stand out from your peers

## FINANCIAL & TRADING TECHNOLOGY (FINTECH)

Leverage our experience to create market awareness, appreciation and adoption of your FinTech offering

## REGULATION TECHNOLOGY (REGTECH)

Our expert team will help drive real business results for your RegTech business in this growing sector



*MD Consulting are integral to our global marketing activities and consistently offer quality advice, consultancy and hands-on delivery.*

*They have excellent relationships with the press community, which helps generate PR coverage for us. They quickly grasp the business challenges at hand and work hard to deliver our key messages.*

*The team are a pleasure to work with and access to their global contacts was especially helpful during our expansion into Asia.*



**FRANK CARR**  
CMO  
Financial Risk Solutions (FRS)

You know you have a great business and there are areas in which you excel – but you need to raise your profile and increase brand recognition within your market to achieve your firm’s full potential.

**With our expertise and track record of achieving results, we will get your market talking about your business.**



# Our services;



## STRATEGIC MARKETING PLANNING

Effective results-driven marketing is always built on clear positioning and credible messages. At MD Consulting, we will dig deep into your company, sector, competitors and clients to cut through the noise and identify your unique competitive edge.



## CORPORATE COMMUNICATIONS

Building and protecting corporate identity is essential for any brand. Our longstanding experience in branding and corporate communications will help you define your visual identity, develop compelling narrative and establish your tone of voice to engage with media, clients and key stakeholders.



## PUBLIC RELATIONS

Leveraging our longstanding relationships with journalists and deep understanding of the media industry we will help raise your external profile through powerful media coverage and high-profile speaking engagements.



## AWARDS MANAGEMENT

As specialists in the FX, FinTech and RegTech sectors, we know all the surveys and awards that matter - as well as how the pitching processes work. And with over 90% of our clients recognised in their specific sectors, you can be assured of more than a fighting chance of coming out on top.



## MEDIA TRAINING

Managing a media profile requires a specific set of communications skills. Our real-life scenarios and simulation training will help you hone these skills to clearly articulate your message and maximise your media opportunities.



## DIGITAL COMMUNICATIONS

Let us help you create and implement a results-driven digital programme to amplify your message to a global audience that utilises the most effective platforms in your market.



## CONTENT MARKETING

Good content builds brand awareness, highlights expertise and generates leads. With our deep knowledge of the FX, FinTech and RegTech markets we can help you build an effective content strategy that will create impact and engage your audience.

Specialising in the  
FX, FinTech and  
RegTech sectors

# Our size and style are strictly boutique but our view is global

We work with clients who have one thing in common – the desire to create strong awareness, appreciation and adoption of their products or services.

And through our affiliation with the **Global Fintech PR Network** we have global reach through partner agencies around the world.

## Past and present clients include;



*We engaged MD Consulting in the early stages of our brand development and together we devised a niche targeted European PR strategy. Seeing the results and in line with our Business Development initiatives we extended our targeted markets to cover Asian markets including Hong Kong & Singapore.*

*Throughout our growth MD Consulting have worked hand-in-hand with our ever-evolving vertical and geographical growth. Their attention to detail, regular communication and ongoing innovative initiatives have been truly remarkable and a great support to our growth.*



**VALERIE KENNEDY**

Head of Marketing  
Know Your Customer (KYC)

# Why work with us?

1

## ■ MARKET INTELLIGENCE

Our dedicated focus on the FX, FinTech and RegTech sectors and our many years of experience in these markets has helped us build unique perspectives on our clients' challenges.

This has allowed us stay at the forefront of the latest industry trends and build programmes that help drive real business results.

2

## ■ POWERFUL NETWORK LEVERAGE

We bring a journalist network of more than 20 years standing, which ensures we maintain a 100% success rate in achieving high-profile press coverage for our clients.

3

## ■ RESULTS-DRIVEN

Over 90% of our clients have been recognised in industry surveys and awards and we thrive on achieving the communications and business results that matter most to them.

Whether we work on a project or retainer basis, every programme we develop is bespoke and built on a roadmap of clearly-articulated goals.

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*I have absolutely no hesitation in recommending Martina and her team. They are one of the most professional and diligent marketing teams that I have worked with over the years.*



**MARK SUTER**  
Founder  
Digital Vega FX Limited

## Get in touch:

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