WENTWORTH
FINANCIAL COMMUNICATIONS

ETF CAPABILITIES

Bolster Your ETF Brand with Investment-Grade Content

ETF providers count on us to differentiate their brands, showcase their funds, and connect with investors across retail, advisor, and institutional channels.

Gaining share in the ultra-competitive ETF marketplace requires articulating your funds' value proposition and explaining the role your funds play in portfolios. Drawing on our deep knowledge of market dynamics, asset classes, and engagement trends, we partner with leading firms across the ETF ecosystem to develop content to support brands, marketing campaigns, and product launches.

Services

Product content	Thought leadership	Content strategy
Infographics	White papers	Core messaging
Videos	E-books	Market research
Social and web copy	Articles	Budget planning
Email campaigns	Blog posts	Distribution analysis
Brochures & product guides	Surveys and reports	Editorial calendars
Fact sheets	Market commentary	Client personas
Sales presentations	Webinars	
Case studies		

ETF and index provider clients

We are content partners with leading firms across the ETF industry, including asset managers representing more than $1.5 trillion in ETF assets. Our clients include several of the largest ETF providers, boutique firms offering cutting-edge strategies, and index providers.

STATE STREET GLOBAL ADVISORS
Invesco
CAPITAL GROUP
S&P Dow Jones Indices A Division of S&P Global
Direxion

Our latest thinking

Explore our insights into how ETF marketers can navigate trends shaping the investment landscape.

- Four trends for ETF content marketers to watch
- IMEA Product Council examines the acceleration of ETFs, SMAs, and alts
- Surviving the ETF Terrordome with content marketing

Case studies: Our work for ETF and index providers

- **Articles explaining active ETFs' role in portfolios**
  We worked with one of the world's largest asset managers to produce a series of articles educating financial advisors on how to use the firm's first actively managed ETFs in client portfolios.

- **Infographics showcasing ETF suites and use-cases**
  We worked with a top-5 U.S. ETF provider to develop a new infographic framework to showcase its ETF lineup and investor use cases across asset classes and themes.

- **Core messaging across asset classes**
  A top-5 U.S. ETF manager engaged us to create elevator pitches and core messaging pillars to differentiate the firm's ETF capabilities for each asset class.

- **Thought leadership on an index's sustainability methodology**
  We created white papers and videos explaining how a leading index provider incorporates ESG scoring and screening into its lineup of sustainability-focused indices.

About Wentworth Financial Communications

We are committed to creating investment grade thought leadership and content marketing for the financial services industry's leading firms and brightest minds. We are a team of writers, editors, and content strategists who are native to the investment industry, and our financial services experience empowers us to tackle any topic, no matter the level of complexity. We partner with organizations that realize that their people—and their ideas—are the firm's most valuable assets.

Contact us

Whether you're just getting started or need help executing your content marketing program, we're here to strengthen your ability to create content that connects.

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Head of Wentworth's ETF Practice
John Spence

John has written about ETFs for more than 20 years as a marketing professional and financial journalist. His ETF experience includes work at asset managers State Street Global Advisors, John Hancock, and Eaton Vance (Morgan Stanley) as well as ETF educational websites such as ETFTrends.com.

John was one of the first financial journalists covering ETFs, and his work has appeared in *The Wall Street Journal*, *The Washington Post*, *Chicago Tribune*, *USA Today*, and MarketWatch.com.

John has led the content production of hundreds ETF product launches and integrated marketing campaigns and is adept at communicating across digital media.

Read John's full bio.

WFC