

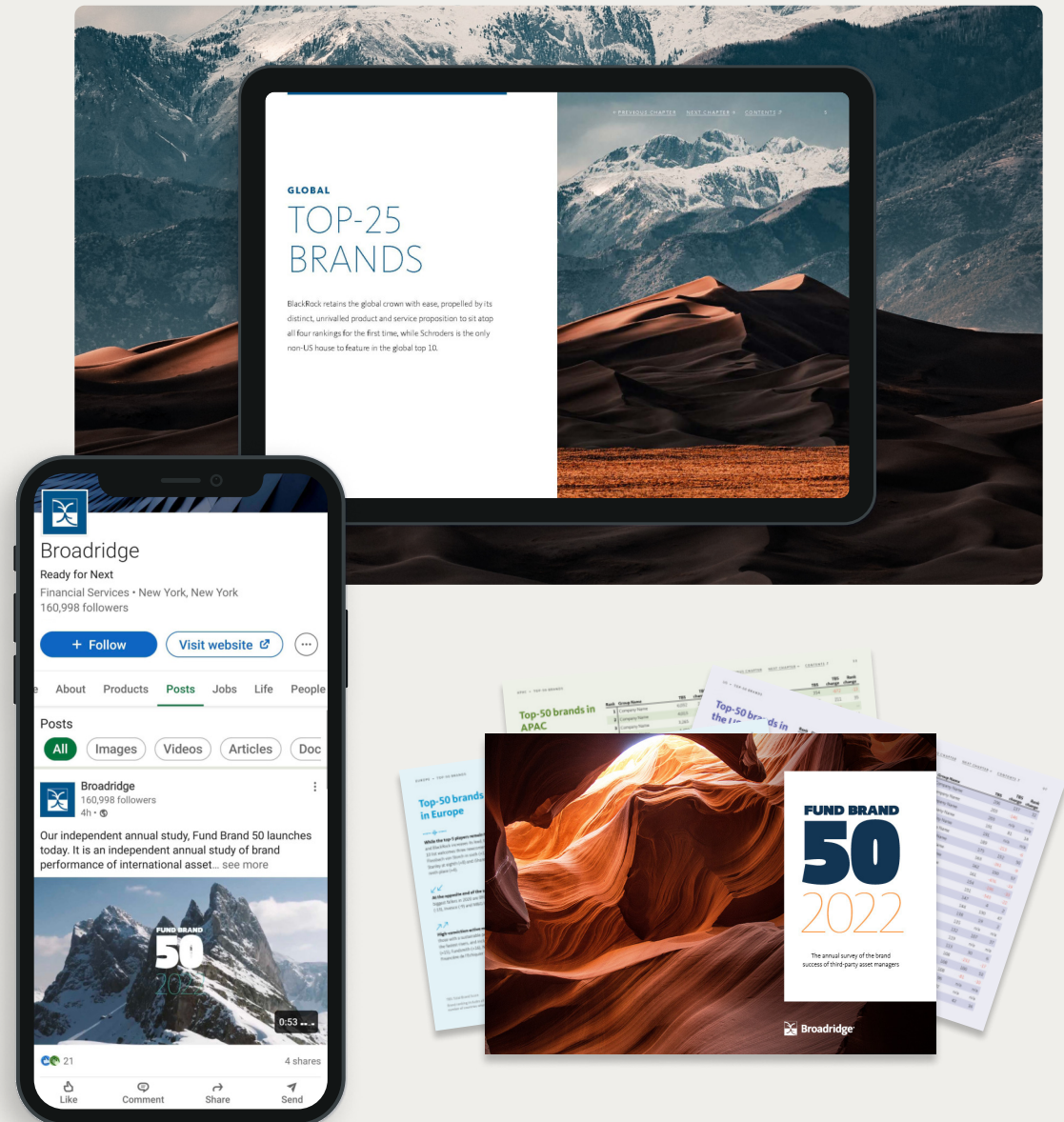
Insight Series  Digital Transformation for Fund Brands

# Tips to navigate digital transformation as a fund brand

Over 60% of fund brand executives believe that digital transformation is their most critical growth driver in 2022. Understand what change can mean for you and your clients.

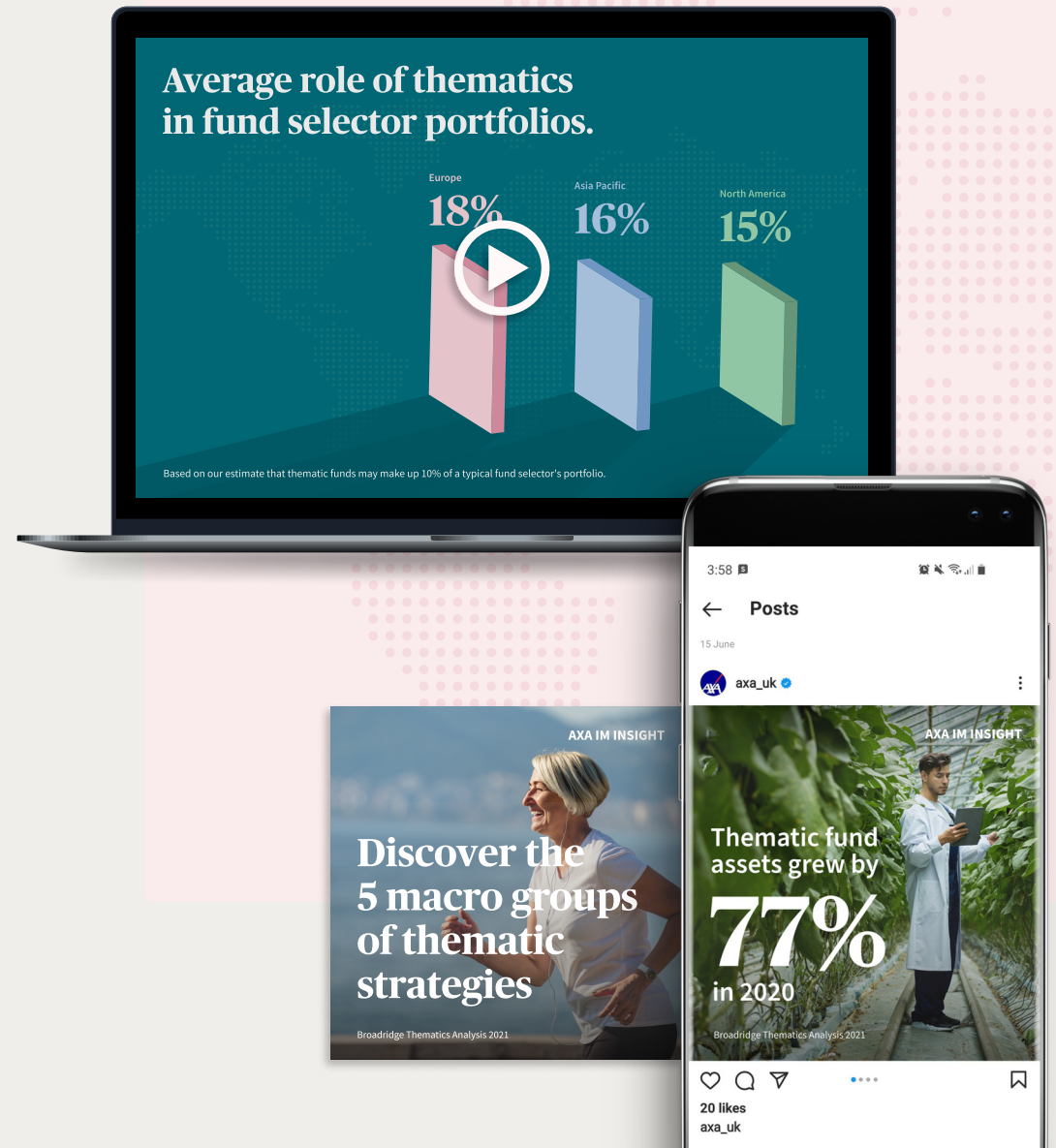
# 01 Optimise product clarity for the digital market

- Design a user-focussed customer experience
- Provide a cohesive product overview which encourages the sale of multiple-services
- Create a website for clients that truly answers their needs
- Publish and share your industry knowledge



## 02 Engage with clients through holistic product offerings

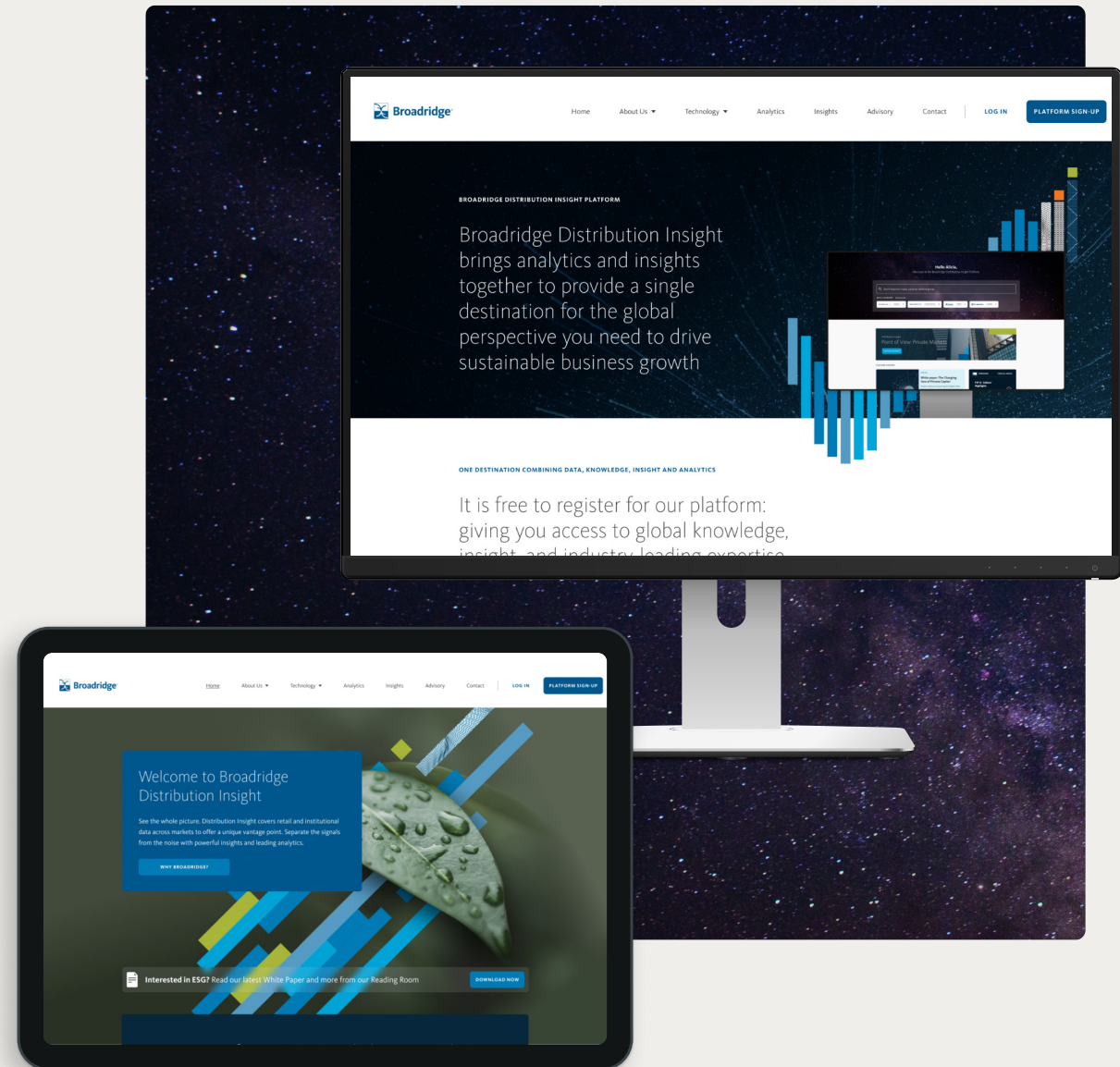
- Devise signposting for your products and knowledge to increase client understanding
- Ensure content is properly linked to navigate users to what they want within your business faster
- Foster human connection and a personalised experience with easy contact options



# 03

## Build brand consistency across your product range

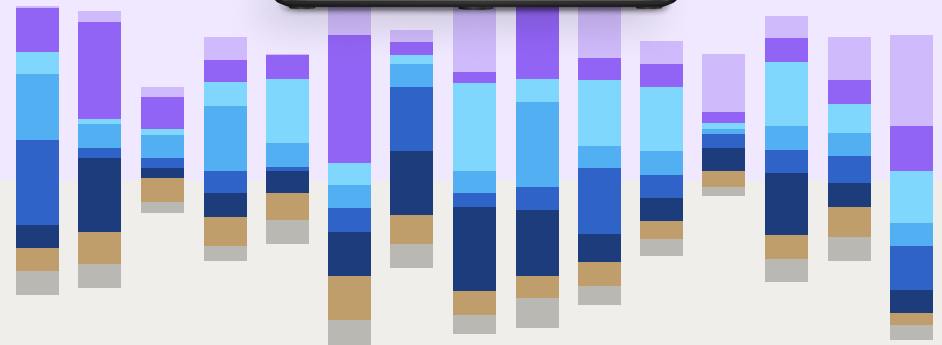
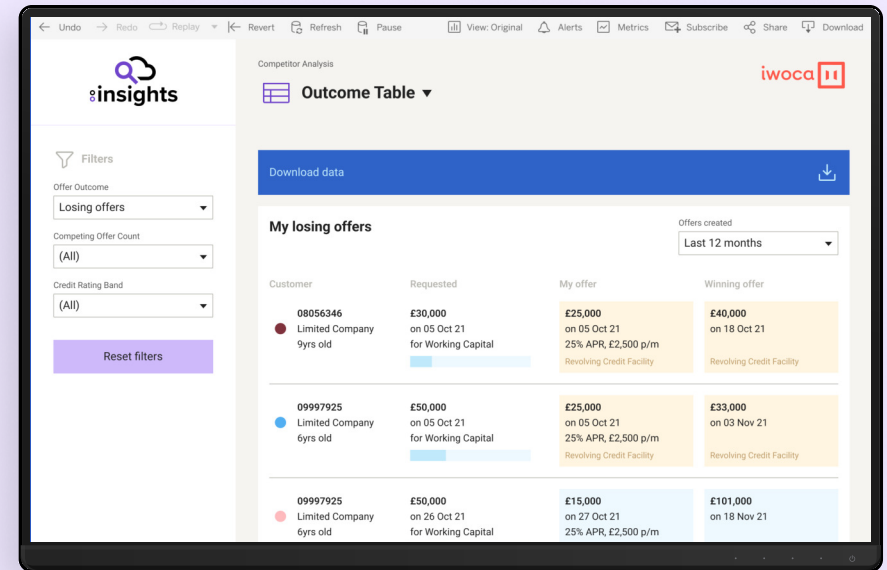
- Unify your language and tone of voice to work within a digital space, making your product sales-offering campaignable
- Consider your narrative through your customers' eyes. What challenges are they trying to tackle and how do you help them?





# 04 Share valuable insight both internally and externally

- Increase customer engagement with consistent and accessible materials and content
- Empower your team to share insights productively benefitting both you and your clients'
- Future-proof your way of working – embed digital culture with flexibility



# Looking for a creative partner?

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