

FINCOMMUNICATIONS

About us

Fincommunications is a specialist financial marketing team comprised of CFP®s, right-brained creatives and IT gurus who know the financial services industry backwards. In two short years, we have redefined the possibilities of financial marketing in South Africa and provide the industry with a much-needed change in communication style.

Value proposition

We have knowledge and experience in both the financial and marketing industries and are in the unique position to merge the love of art, words, finance and IT into an inspired service designed to help financial planners increase performance by communicating more effectively with their clients. We believe that interactive communication, leveraged by the right technology, is key to growth in the industry.

Services offered

- Public relations management
- Branding
- Financial writing
- Content marketing
- Social media management
- Website development
- Digital marketing
- Email marketing
- Video marketing

Clientbase

- Financial Planning Institute
- Bespoke Financial Services
- Kanan Wealth
- Francois du Toit Consulting
- Private Client Holdings
- Milpark Education
- FNB Stockbroking and Portfolio Management
- Prudential Asset Managers
- Sterling Private Wealth
- Galileo Capital
- Bauer Reavers Associates

Key individual

Linda Graham CFP®

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www.fincommunications.com

Regions supported

We are based in Cape Town and service clients throughout Southern Africa.

Pricing

Our rates are:

- R850 for planning
- R650 an hour for project management and design
- R650 an hour for writing/or R5 per word

We also work on a negotiable retainer basis with defined service deliverables.

Testimonial

"Linda has been a breath of fresh air for the FPI. Her professionalism, astute approach and insight into the financial services industry are matchless, and it is these attributes that have made the working relationship so seamless. It's not rocket science... Linda and Fincommunications are a perfect fit for the FPI."
Stephanie Pillay, the Institute's acting CEO.