



Messaging/Positioning and Keyword Research

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Keyword research is critical when crafting messaging for a new brand. Please see the table below, and how these findings play out in some early positioning ideas.

Keyword	Ahrefs	Google KW Planner	Semrush
capital markets	11.0K	10K – 100K	12,100
financial institutions	10.0K	10K – 100K	5,400
financial markets	3.3K	1K – 10K	14,800
community banks	8.4K	100K – 1M	5,400
credit unions	44.0K	100K – 1M	49,500
regional banks	8.0K	1M – 10M	2,400
global banks	350	1K – 10K	590
hedge funds	14.0K	10K – 100K	14,800
investment banks	15.0K	100K – 1M	6,600
private equity firms	7.6K	10K – 100K	8,100

Putting Keyword Research to Work

Every brand communication, including tagline and value proposition, should leverage keyword research. Please notice how the value prop below implies “democratizing capital markets,” without using this clichéd and over-used phrase.

(Company Name)

Tenor

(URL)

tenor.io

(Tagline)

Moving financial markets forward.

(Value Proposition)

Hundreds of financial institutions of all sizes — from local credit unions to the world’s largest hedge funds — use Tenor’s advisory, trading, and technology platform to drive revenue, manage risk, and streamline operations.