

# ROME DIGITAL BANK

A Digital World Networks Company

## Digital Marketing Strategy Guide

600+ Cities • 140 Countries • All Approved Affiliates

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### 1. Overview

Rome Digital Bank operates as part of the Digital World Networks platform — 400+ digital industry networks, 644 cities worldwide, 140 countries. This document outlines a comprehensive multi-channel digital marketing strategy to promote all approved affiliate banking services across all city domains, complementing existing SEO and Google Search Console work.

The goal is to drive qualified traffic to city-specific landing pages (e.g. bangkokdigitalbank.com, dubaidigitalbank.com) which contain affiliate links for services like Wise, Revolut, Currencies Direct, Libertex, AvaTrade, Remitly, Instarem, Airwallex, Crypto.com, and more.

### 2. Paid Advertising Platforms

#### Google Ads

*Best for: High-intent local searches like '[City] digital bank' or '[City] currency exchange'*

- **Search campaigns** — target '[city] digital bank', '[city] currency exchange', '[city] money transfer'
- **Performance Max campaigns** — feed city URLs and let Google auto-optimize across Search, Display, YouTube, Maps
- **Display remarketing** — retarget visitors who landed on city pages but didn't click an affiliate link
- **Tip:** Create one campaign template per service category (currency exchange, crypto, business banking) and duplicate per region — don't build 600 individual campaigns

#### Microsoft Ads (Bing)

*Best for: US/UK/Europe — cheaper CPCs than Google, strong financial services conversion*

- Cheaper CPCs than Google — strong in US, UK, Europe
- Converts well for financial services audiences

- Import Google campaigns directly to save setup time

## Meta Ads (Facebook / Instagram)

*Best for: Geographic targeting by city/country with financial services interest*

- Geo-target by city/country with financial services interest targeting
- Video testimonials or 'Did you know [City] residents can now...' hook ads work well
- Run traffic to city-specific landing pages for relevance score boost
- Retargeting: show Revolut/Wise ads to visitors from specific city domains

## Reddit Ads (business.reddit.com)

*Best for: High-intent finance community — 450M+ weekly visitors, 90% trust Reddit for product research*

**Current offer: \$500 free ad credit when you spend \$500 — effectively 2x your first budget**

- Target r/personalfinance, r/digitalnomad, r/expats, r/forex, r/investing
- City-specific subreddits: r/Dubai, r/Bangkok, r/London, r/Singapore
- Promoted Posts — drive traffic to city pages (\$5-50/day)
- Conversation Ads — appear inside threads on finance topics (\$5-30/day)
- Free-form Ads — long-form with multiple links/CTAs (\$10-50/day)
- Note: Reddit users respond better to educational/helpful tone — never hard-sell

## 3. Social Media & Community

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### LinkedIn

- Publish articles: 'Best Digital Banking Options in [City] 2026' — repurpose across 20-30 key cities
- LinkedIn Pages for Rome Digital Bank + DWN — post weekly fintech/city content
- Target CFOs, finance managers, expats, digital nomads with sponsored content
- Best for B2B affiliates: Airwallex, Revolut Business, Paymentology
- David's LinkedIn: [linkedin.com/in/david-harris-04a877402](https://www.linkedin.com/in/david-harris-04a877402)

### YouTube

- Short explainer videos: 'How to open a digital bank account in [City]'
- Use AI video generation to scale across cities efficiently
- Target '[City] digital banking review' — low competition on YouTube in most cities
- Each video links back to the city domain in description

### TikTok / Instagram Reels

- Financial tips per city: 'Moving to Bangkok? Here is the best banking option'
- Strong organic reach with the right hooks
- Short, punchy format works well for fintech comparisons

## Expat & Digital Nomad Communities

- **Internations.org** — 4M+ expat members, paid ad placement, city-specific groups
- **Meetup.com** — financial/expat groups in every major city
- **Facebook Groups** — 'Expats in [City]', 'Digital Nomads in [City]' — organic posts or paid ads
- **WhatsApp/Telegram Groups** — huge in LATAM, Middle East, SE Asia — organic sharing spreads fast

## 4. Email Marketing

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### Recommended Platforms

Platform	Best For	Est. Cost
Mailchimp	Getting started, free tier up to 500 contacts	Free / \$20+/mo
Klaviyo	E-commerce style segmentation by city/interest	\$45+/mo
Brevo (Sendinblue)	Multi-language, GDPR-friendly for EU cities	\$25+/mo
ActiveCampaign	Advanced automation by city domain/behavior	\$49+/mo

### Email Strategy

- City-specific welcome sequences for each domain's subscribers
- Monthly 'Best Rates in [Region]' newsletter featuring approved affiliates
- Affiliate-specific promotions: Revolut sign-up bonus, Wise fee-free transfer up to \$600, Remitly \$30 bonus
- Segment by city domain visited — send Dubai visitors Dubai-relevant content
- Automate: user visits /dubai → joins list → gets Dubai banking tips drip sequence

## 5. Content Marketing & Link Building

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### Press Release Distribution

- **PR Newswire / BusinessWire** — 'Rome Digital Bank Launches in 644 Cities' — builds backlinks + brand authority
- **EIN Presswire** — more affordable, good for fintech announcements
- **Newsire.com** — good distribution for financial/fintech news

### Guest Posting & Outreach

- Finance blogs, expat sites, travel money blogs — pitch '[City] Banking Guide' articles
- **HARO (Help a Reporter Out)** — respond to journalists asking for fintech/banking expert quotes
- Target finance/expat publications in your top city markets

### Comparison & Directory Listings

- **Monito.com** — money transfer comparison — get listed for transfer affiliates (Wise, Remitly, Instarem)
- **FXcompared.com** — currency exchange comparison listings
- **Finder.com, MoneySavingExpert, NerdWallet** — getting featured here drives massive referral traffic
- Submit city pages to local business directories in each country

## 6. Tools & Software Stack

Tool	Purpose	Est. Cost
SEMrush / Ahrefs	Track rankings for 600+ city keywords, competitor analysis	\$100-200/mo
Google Search Console	Monitor which city pages are ranking — already in stack	Free
Google Analytics 4	Track which affiliates drive clicks/conversions	Free
Surfer SEO	On-page SEO optimization per city page	\$89/mo
BrightLocal	Local SEO management + citations for each city	\$29-49/mo
Hootsuite / Buffer	Schedule city-specific social posts in bulk	\$50-100/mo
Canva Pro	Create city-branded social ads at scale using templates	\$15/mo
HeyGen / Synthesia	AI video generation for city explainer videos	\$29-89/mo
Hunter.io	Find journalist/blogger emails for outreach	\$49/mo
Mailchimp / Brevo	City-segmented email marketing	Free/\$25+/mo
PR Newswire	Press release distribution for authority building	\$300+/release

## 7. City-Specific & Regional Tactics

### Expat Finance Forums

- **ExpatForum.com** — city-specific boards (Dubai, Singapore, Bangkok, etc.)
- **ThaiVisa / VisaHunter** — SE Asia expat communities
- **Expatistan.com** — cost of living site popular with expats, ad placements available

### Regional Aggregators

- **Monito.com** — money transfer comparison (get listed for transfer affiliates)
- **FXcompared.com** — currency exchange comparison listings
- **Expatistan.com** — cost of living + banking recommendations for expats

### Affiliate-to-Region Mapping

Region	Priority Affiliates
Middle East (Dubai, Riyadh, Doha...)	Libertex, AvaTrade, Currencies Direct, Wise, Revolut
SE Asia (Bangkok, Manila, Jakarta...)	Wise, Remitly, Instarem, Libertex, Crypto.com

South Asia (Mumbai, Delhi, Bangalore...)	Wise, Instarem, Remitly, Libertex
LATAM (Mexico City, Bogota, Lima...)	Remitly, Revolut, Wise, Libertex, AvaTrade
Europe (London, Paris, Berlin...)	Revolut, Currencies Direct, N26, Airwallex
North America	Revolut, Wise, Remitly, Majority, Airwallex
Africa (Nairobi, Lagos, Cairo...)	Remitly, Wise, Instarem
B2B / Corporate (all regions)	Revolut Business, Airwallex, Paymentology

## 8. Priority Platform Order & Quick Wins

Priority	Platform	Why First
1	Google Search Console	Free — optimize what's already ranking, zero ad spend needed
2	Reddit (Organic Posts)	Free, high-trust finance audience, no ad budget required
3	Reddit Ads	\$500 free credit offer — \$500 spend = \$1000 total value
4	Google Ads (Search)	Highest purchase intent, city + service keyword targeting
5	LinkedIn	Best for B2B (Airwallex, Revolut Business, Paymentology)
6	Meta Ads	Scale once Reddit/Google prove out the messaging

### 5 Quick Wins — Start This Week

- Google Search Console** — Submit all city domain sitemaps. Identify pages on page 2 and push them to page 1 with targeted backlinks.
- Google Business Profile** — Create one for Rome Digital Bank HQ (255 Giralda Avenue, Coral Gables, FL 33134). Legitimizes all city searches.
- Reddit Organic Posts** — Post genuinely helpful '[City] digital banking guide' posts. No cost, high-trust audience (see Document 2 for templates).
- LinkedIn Articles** — 'Top 5 Digital Banks for Expats in [Region]' — great for B2B affiliate visibility.
- Monito + FXcompared Listings** — Get currency exchange affiliates (Wise, Currencies Direct, OFX) listed on these comparison sites.