



*fp*trading.

YouTube Strategy





STRATEGIC GUIDE FOR B PARTNERS

Turn your audience into your next client book

Strategies, content and action steps to grow your referral network across social media and YouTube, with the brand backing of FP Trading.

Active Partners

5,000+

Trading Clients

150,000+

Monthly Payouts

\$1M+

Excellent



4.9 out of 5

★ Trustpilot



Your moment is now

Every video you publish
is a gateway for a new client



Thousands of people are searching right now for how to start trading the markets. Every reel, every YouTube video, every story you share is a real chance they find you first.



As an FP Trading IB partner you are not just selling, you are building a community. Every client you refer generates lifetime rebates. Your content today is your recurring income tomorrow.



You do not need to be a marketing expert. You need consistency, a clear plan and the right brand tools. This guide gives you exactly that: your roadmap.

The question is not whether you can attract new clients from your channels. It is how much longer you are going to wait before starting.

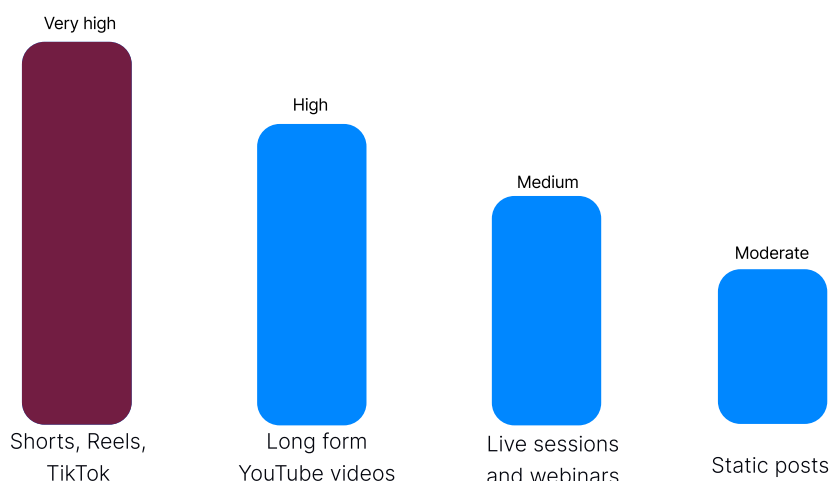


The opportunity

Why social media and You Tube are your best channel

Reach potential by format

Illustrative example, based on the typical use of each format



Your next client is watching trading content right now. The question is simple: are they going to find yours, or another IB's? With a consistent presence across social media and YouTube, you stop chasing clients and let them find you.

+1,000M

hours of video are consumed on
YouTube worldwide every day

500 h

of new content is uploaded to YouTube
every minute



Your conversion funnel

From one video to
an active client, this is how it is built



Discovery content

Reels, TikTok and Shorts, the first contact



Long form YouTube videos

You build authority and real trust



Clicks to your IB link or landing
page

You send traffic to your referral code



Demo account opened

They try it without risk, with your support



Real client with FP Trading

Lifetime rebates for you

Not everyone who watches your content becomes a client straight away, and that is fine. Your job is to feed every stage of the funnel with consistent content. The more people who enter at the top, the more real clients come out at the bottom.

Over the next slides you will find eight action steps to activate each stage of this funnel with your personal brand.



Step 1

Define your niche and your audience

The fastest growing IBs do not talk about "trading in general". They talk to one specific person.

Choose your niche and your content will start attracting the right audience rather than just anyone.

The busy trader

"I help professionals trade
30 minutes a day before work"



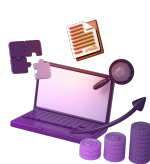
The platform comparer

"MT4 versus MT5 versus Trader:
which to choose for your style"



The single market specialist

"Gold, metals or indices
explained for beginners"



The community educator

"I teach the fundamentals
of trading, one video at a time"



Today's action. Write in one sentence who you help and with what. That sentence is your compass for every video, reel or post you make from now on.



Step 2

Build your You Tube channel

YouTube is your authority asset. Every video works for you around the clock, long after you publish it. This is where a viewer moves from curious to convinced.

Platform tutorials

How to open an account, MT4, MT5 and Trader step by step



Economic calendar

Analysis of NFP, CPI and the events that move the market



Weekly summaries

Your read of the market every Monday, in 10 to 15 minutes



Search intent videos

Answer what people are already searching for on Google and YouTube



SEO golden rules

A clear title using the words your audience would search for

A thumbnail with your face. Human connection means more clicks

Group videos into playlists by subject

Consistency beats perfection. Keep a fixed upload schedule



Step 3

Master short form content

Shorts, Reels and TikTok are your mass entry point. One message per video, quick pacing, and always pointing the viewer towards your YouTube channel or your community.

1

Format

Videos of 15 to 45 seconds, one single message, subtitles always visible and a hook in the first two seconds.

2

Cadence

Publish several times a week. The algorithm rewards consistency far more than the perfection of any single piece.

3

Call to action

Always close by inviting people to watch the long form video, join your community channel or click your link.



Step 4

Build your own community

Social platforms give you reach. Your own community, a Telegram group, a channel or a server, gives you a direct relationship, trust and clients who stay.

1

Create your group or channel

Telegram, Discord or a WhatsApp group. Share daily analysis, trading ideas and market updates in real time.

2

Encourage conversation

Answer questions, celebrate your members' progress and make every person feel part of something rather than just a number.

3

Be the point of trust

When somebody in your community decides to open an account, they want to open it with you. That closeness is your biggest competitive advantage.

An active community of 200 engaged people converts far better than 20,000 passive followers.

Step 5 Build trust with educational content

Never promise guaranteed profits. It breaks both trust and the rules. Instead, lean on something far more solid: the facts.



Multiple regulated jurisdictions



Certified member of the Financial Commission



Lloyd's client insurance



4.9 out of 5 on Trustpilot

Formats that build trust

Live webinars with questions and answers



Real testimonials from satisfied clients



Full transparency about risks and results



Share these points naturally in your videos and posts, for example "I trade with a broker regulated across multiple jurisdictions, with client insurance through Lloyd's of London." It is a real, verifiable argument and far more persuasive than any promise.



Step 6

Use the FP Trading tools

You are not building your brand from scratch. FP Trading gives you a complete kit of resources so your content looks professional from day one.



Marketing kit

Banners, creatives and templates ready for your channels



Real time IB portal

Track clicks, registrations and commissions instantly



Dedicated account manager

Personal support to grow your strategy



Landing pages with your link

Ready made registration pages carrying your referral code

Today's action. Write to your account manager or to partners@fptrading.com and request your marketing kit with banners and brand materials ready to publish.



Step 7

Convert with clear calls to action

Your content creates the interest. Now you need a clear call to action that turns that interest into an opened account.



"Is it safe?"

Reinforce the regulation and the client insurance



"Is it complicated?"

Offer a guided demo, with no pressure



"What if I lose money?"

The demo account removes the initial risk

1

Offer a 15 minute call

No sales script. Answer real questions and support the first step.

2

Push the demo account

No financial risk. It is the best first step for anyone new.

3

One single link, always visible

Your registration link with your IB code, in every bio, every description and pinned in your community.

Step 8

Build loyalty and multiply your network

A happy client is your best generator of content and of new referrals. And as a Master IB, you can multiply your network by inviting other professionals to build with FP Trading.



Ask for real testimonials

When a client achieves a good result, invite them to share their experience. Nothing converts better than the voice of a real person.



Lifetime rebates

Every client you refer keeps generating commission while they trade. Look after the relationship. It is income that lasts.



Become a Master IB

Invite other creators or professionals to join as IBs under your structure and unlock commissions across up to five levels.

FP Trading has paid out substantial rebates to IB partners worldwide. Your network could be the next one to grow.

Practical tool

Your weekly content calendar

You do not need to post all day. You need a simple, sustainable plan. Use this calendar as a starting point and adapt it to your rhythm.

MON

Long form YouTube video

Weekly market analysis



TUE

Short or reel

A quick fact or a reaction to news



WED

Community

A questions session in your group



THU

Short or reel

A comparison or myth versus reality



FRI

Tutorial or SEO

A search intent video



SAT

Live or webinar

A live session with your community



SUN

Planning

Prepare the week's content



Start with three posts a week if that is what you can sustain. Moderate consistency beats an intense pace you abandon within a month.



Idea bank

Twelve pieces of content you could record this week

React to the latest NFP or CPI figure in under 60 seconds



Why I chose a regulated broker



Three mistakes every beginner trader makes



Metals, forex or indices: a quick guide for beginners



Answer on video the five questions your community asks most



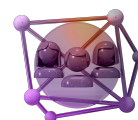
Tell your own story: your first trade, unfiltered



Behind the scenes: your setup, your tools, your process



A day in the life of a trader: your real routine



MT4 versus MT5 versus Trader: which suits how you trade?



Live demo: open an account step by step, in real time



How I read a 0.0 pip spread and what it means for you



Testimonial: the story of a client who started from zero





Trust above all

Good practice and compliance

Your credibility is your most valuable asset. Follow these guidelines on every piece of content you publish.

Do this

- ➔ Always include a visible risk warning in your content
- ➔ Be transparent. State that you are an FP Trading IB partner
- ➔ Recommend the demo account before the live account
- ➔ Base your claims on verifiable facts, never on promises

Avoid this

- ➔ Never promise guaranteed profits or "easy money"
- ➔ Do not present trading as risk free
- ➔ Do not share results as though they were typical or assured
- ➔ Do not pressure anyone to trade with money they cannot afford to lose



Measure and improve

Measure your success so
you grow with judgement, not
by chance

68%

Reach from Shorts

41%

Demo to live account

These percentages are reference examples to illustrate which metrics to follow. Your results will vary according to your niche, your audience and your consistency.



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Your content.
Your community.
Your growth.

You have the guide. Now it is about recording the first video, publishing the first post and taking the first step of your network as an FP Trading IB partner.

Activate your marketing kit

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IB.FPTRADING.COM/REGISTER

