

Creative Brief: IUX.com

Topic	Your Edge, Optimized
Objective	To introduce IUX to your audience through an integrated (at least 60 seconds Tap-In/Mid-Roll) placed in the middle of a related educational video. The goal is to position IUX as the superior, cost-effective, and professional-grade broker by demonstrating it as the actual tool you use for your trading strategies or market analysis.
Introduction	<p>Begin your video as you normally would (teaching a trading strategy, doing chart analysis, or giving finance tips). When you reach a natural midpoint in your lesson, seamlessly transition into the integration.</p> <p>The Hook: Explain that having the right strategy is only half the battle; to actually keep your profits, you need a broker that doesn't eat your capital with slow execution or high fees.</p> <p>The Reveal: Introduce IUX as the platform you recommend for executing trades effectively and efficiently.</p>
Contents	<p>During the promotional segment, please show the IUX platform on your screen (screen recording on your desktop) while you speak. Naturally highlight the following Key Unique Selling Points (USPs):</p> <ol style="list-style-type: none"> 1. <u>Ultra-Tight Spreads:</u> Mention that IUX offers spreads starting from 0.0 pips, which means traders save significantly on trading costs and avoid ridiculous hidden fees. 2. <u>Pro-Level Speed & DMA:</u> Highlight the 30ms lightning-fast execution speed and Direct-to-Market Routing (DMA). This ensures trades are entered instantly at the exact requested price without frustrating delays. 3. <u>No Trading Restrictions:</u> Emphasize that IUX gives traders total freedom. You are free to use whatever trading strategy you want (scalping, hedging, day trading, etc.) without any annoying limitations. 4. <u>Fast KYC & Regulated:</u> Point out that while other brokers take days to verify accounts, IUX features a super-efficient KYC process that gets you approved and ready to access the markets almost instantly. Plus, give them peace of mind by mentioning that IUX is a fully regulated broker.
Conclusion	<p>The CTA: Tell your viewers to stop losing money to bad brokers and start trading smart. Direct them to open a free account using your specific sign-up link located in the description box. After the CTA, smoothly transition right back into the rest of your regular educational content.</p>
Link for influencer to explore	<ol style="list-style-type: none"> 1. Website [CLICK] 2. Example of how to integrate promotional segment smoothly [CLICK] [Timestamp: 8:51]
Tracking link for description box	Each influencer will receive a unique trackable link.