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**Audience Analysis: Bloomberg L.P.**

Bloomberg L.P. was founded in 1981 by Michael Bloomberg and other partners in New York City. Overall, the company specializes in providing software, data, and news media for financial firms worldwide. In addition to these financial services, the company also owns a separate media division, Bloomberg News, and it specializes in providing news about worldwide financial markets and economic discoveries or anomalies. The objective of Bloomberg is to serve a broad audiences of business leads and policymakers, and they accomplish this with offices in over 100 cities and a strong international presence. The company is committed to sustainability and reducing their footprint, which is a unique and important trait of a company in the business of financial data and computers. One of Bloomberg’s primary services is Bloomberg Terminal, which is used by traders, market analysts, and stockbrokers to help them with efficiency of communicating information to investors.

According to research done by Union College, Michael Bloomberg started his company with Thomas Secunda, Duncan MacMillan, and Charles Zegar. As a result, they founded Innovative Market Solutions (IMS). Then, the Bloomberg Terminal system was developed, and it was able to calculate prices and track live market information. The Terminal system is now a major revenue stream for the company, bringing in an around $10 billion annually. A primary cause of this extremely high volume of revenue dollars is the $2,000 per month that Bloomberg charges for each of their terminals. They are considered top of the line due to the trading capabilities that they have. As the company gained traction and leapt off the ground, one of the things that investors had trouble tracking was governmental changes. Bloomberg Government, a subsidy of the L.P., lets investors view key updates on regulations and congressional policies that may affect the market (1).

As can be seen by the history of the company, and by Bloomberg.com, the mission of the company is to “connect influential communities across the global financial ecosystem via reliable technology solutions that enable our customers to make more informed decisions and foster better collaboration” (2). The company is also dedicated to transparency and ensuring that clients have access to insights that help them with choosing what decisions to make. Corporate social responsibility is another big part of Bloomberg’s mission, and climate change and sustainability initiatives are a big part of what they do to help. The company uses Bloomberg Philanthropies for their CSR initiatives because the separate entity helps them balance government initiatives with helping business boost profitability. One of Bloomberg’s long-term goals is to find new ways within their terminals and market growth strategies to integrate AI and continue to use big data to propel sustainability forward.

Bloomberg’s primary internal audience is their very own employees, and they pride themselves on being highly specialized in the work that they do. For example, on their website, they have an entire page titled “Our Culture.” Then the company page states that “Your passion drives our success, shapes our culture, and makes us truly unique.” This makes employees stand out as a primary internal audience because by putting these statements on one of the front pages of their website, the company shows that they are committed to fostering a productive environment and feelings of trust within their employees. Something that makes employees unique is their hands-on, current perspective of company initiatives. They know more than the average customer, so company messaging should be shaped more around accomplishing the goals that they have already had laid out for them, not so much about the different things that Bloomberg is doing to make themselves more attractive to a potential customer. The messaging strategy around employees should focus on fostering a culture of collaboration and innovation. To accomplish Bloomberg’s goal of developing systems to make financial market analysis easier, communication needs to be backed by data gathered from teams and from new systems. Bloomberg should also focus on making their employee messaging as efficient as possible, so as not to waste the valuable time of employees (3).

According to Bloomberg Technology, their software development teams are a more specific internal audience to the company’s function. They handle all of the company’s terminal technology and complex software development. The teams consist of data scientists, cybersecurity workers and anti-hackers, and tech developers that have made their life’s work around building financial technology. Any messaging that goes to this group of employees should be even more concise, because Bloomberg Technology is what makes the company run, so they are more than busy enough without reading redundant communication. There must be strategies in place with IT developers to drive a culture of perseverance and importance of work, because building computer systems is not easy, and it is also the heart and soul of Bloomberg’s mission.

Bloomberg’s primary external audience is all the people that use their product, their customers. They have a plethora of information on their website, including philanthropy, sustainability, and product pages. The front page of the website states that the company aims to quickly and accurately deliver financial information, news and insight to people around the world. Bloomberg’s audience of customers is unique because, typically, those using Bloomberg’s business products have a high level of financial literacy. This means that customers’ motivation for buying the products comes from the reliability that Bloomberg is known to provide. Another unique characteristic of Bloomberg’s customers is their global presence. Taking a global presence and financial literacy skills into consideration is important when structuring messaging to this unique external audience. Since there is a global presence, and different cultures have different ways of communicating, the messaging that Bloomberg puts out should be held as neutral as possible, so that everyone gains the same understanding, and no singular group is put at a disadvantage because of different societal norms.

In communicating to these individuals, Bloomberg should structure a message that holds a reassuring tone and one that indicates to the customer that their concerns are valued and seen as significant, because the customer is relying on company systems for their livelihood. Another reason that Bloomberg needs to construct messaging to financially literate customers around reassurance is because of the power that the company holds in the media. Bloomberg should, to cite an example from the lecture slides, use a positively structured message that indicates the company is a reliable partner, but keep the message from being persuasive to eliminate any sort of bias that may cause a sense of distrust within this external group of customers (4).

Bloomberg L.P. serves diverse sets of financial professionals, global managers, and the average investor, and all these groups deserve unique communication techniques to meet their specific needs. The employees and contractors benefit from clear and specialized internal communication that fosters efficient business growth and collaboration with one another. On the other hand, the financial professionals that make up the primary external audience needs much more analytical and data-related messaging that is delivered through efficiently and quickly. However, the company should still aim to maintain trust across all their audiences, not just their employees. Keeping messaging neutral and non-persuasive is the best way to accomplish this, because as a firm that provides financial market analysis, they have a responsibility to not be seen as having a secret agenda when advertising or trying to convince their customers to invest in certain products. By ensuring this, the company builds their own trust and credibility and can continue to use feedback and market trends to refine their messaging strategy.

1. <https://libguides.union.edu/bloombergterminal/history?utm_source=chatgpt.com>
2. <https://www.bloomberg.com/company/?utm_source=bloomberg-menu&utm_medium=company>
3. <https://www.bloomberg.com/company/culture/>
4. <https://www.bloomberg.com/professional/>