

Deceptive Digital marketing 🙄

and how fraudsters use
it to make a deal



Alabama Securities Commission
www.asc.alabama.gov
1-800-222-1253



1. Professional-looking websites

Don't be fooled by a professional-looking website. How can you tell if the site might be fraudulent?



- No lockbox in the web address bar
- Numerous typos on the page
- Heavy usage of stock photos
- Google search the company and its senior leaders to see if anything suspect comes up
- Use the search tool on the Alabama Securities Commission's (ASC) website to search the company and the names of seniors leaders

2. Social Media Presence



Things to be wary of:

- Fancy social media advertisements depicting the user in tropical locations claiming you can make money just like they did
- Strangers telling you about the investment strategy that made them rich, they'll tell you too - for a fee
- Just because they have a social media account and a loyal following does not make them trustworthy

3. Accompanying materials



Fraudsters can have:

- Accompanying books that "have a can't lose formula"
- A software or algorithm they claim can beat the market
- An endorsement from a friend or relative

NONE of these things makes them trustworthy.



4. Sketchy Statements

The Statements below are fraudulent.

- "Its protected from market volatility or downturns"
- "Guaranteed to make you money"
- "There's no risk"
- "This investment makes a return of ___" (anything that sounds too good to be true)

Contact the ASC immediately to report suspected fraud.

Alabama law requires investments and the person offering them to be registered with the ASC. Call 1-800-222-1253 to verify their registration.