

Debt-Consolidation Startup EasyFinance Flooded With Leads

CONSULTING FOR FINANCIAL SERVICES STRATEGY

EasyFinance.

ADDITIONAL MARKETING

CASE STUDY

THE GOAL

EasyFinance focuses on helping their customers validate and consolidate debt—they also aid customers in rebuilding their credit. As a finance startup, the team at EasyFinance they knew they needed digital marketing to reach their customers, but they weren't sure where to start. They didn't know what their target audience was, how to reach them, or what these customers wanted. Starting from square one, we focused on building EasyFinance's online presence through a high ROI social campaign, while helping them discover their business's true selling potential.

THE IMPACT

DELIVERED 367 FACEBOOK LEADS

AT 50% AN OPA, 80% BUDGET EFFICIENCY

DETERMINED THEIR TARGET AUDIENCE

BY IDENTIFYING, CATEGORIZING, AND REACHING

HELPED FINISH BUSINESS STRATEGY

TO GROW INTO THE NEXT PHASE OF THEIR BUSINESS

HERE'S WHAT WE FOCUSED ON:

1. ESTABLISH A TARGET AUDIENCE AND RUN BOTH ENGLISH AND SPANISH ADS TO REACH A HIGHER YOUNGER OF PEOPLE
2. TRANSITION FROM A FOCUS ON DEBT VALIDATION TO DEBT SETTLEMENT AS THE MARKET POTENTIAL CAME INTO FOCUS FROM OUR FINANCIAL-MARKETING EXPERTS
3. CONSULTED ON A NEW LEAD FOLLOW-UP SEQUENCE TO HELP FUNNEL PROSPECTS THROUGH THE EASYFINANCE SALES PROCESS

THE RESULTS

When we met them, the team at EasyFinance knew they needed help with lead gen, but they had no idea just how big of an impact it could make. But after just one month of active campaigns, they saw how powerful working with an experienced team with expert strategy could be.

When their campaign launched, we focused on collecting both top of funnel leads they could push through their sales process and middle of funnel leads via remarketing. By the end of their first month, **they were overflowing with 367 new and unique leads added to their pipeline.** It was through the expert financial industry knowledge of our digital team that **we were able to attract a high volume of new leads for the low cost per lead of just \$18.54.** In fact, there were so many new leads that their sales team couldn't keep up, so we stepped in to consult on new lead follow up and building out automated processes.

Our team of marketing experts is here to **help you unlock the unlimited growth potential of digital marketing.** Whether you're just getting started or a seasoned digital marketer, we provide expertise and coaching that will help you take your results to the next level.