



# My Approach:

YesGrowth allows investors to participate in the financing of loans to SMEs in the UK and Europe.

It also facilitates loans to SMEs. Their interest rates are far more competitive than high street banks and building societies.

My role was to develop a creative branding solution that included content marketing, thought-leadership and social media advertising.



# The Challenge

## **YesGrowth had 3 main aims:**

- **Boost Brand Awareness**
- **Increase Conversions**
- **Boost Engagement**






































# Buyer Journey

# Mapping The Buyer Journey

- **I started by setting out the unique steps and stages that of the customers**
- **The next step was to highlight the goals, activities and opportunities at each stage**
- **This buyer journey was then linked to the digital marketing strategy**

# YesGrowth Customer Journey Map

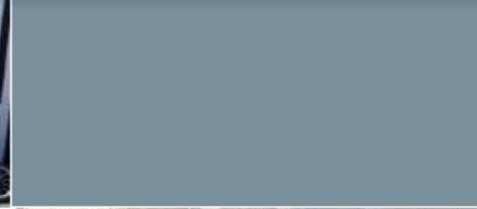
Stages	Research	Evaluate and Compare	Commit	Use and Monitor	Refine and Review
<b>Goals</b>	Decide on a service/ account which works best for me	Learn about services/account options at current and competitor banks.	Open my account with the selected firm	Grow my investment account	Easily adjust investment approach as needed +
<b>Activities / Touchpoints</b>	<div>Ask for advice or recommendation from family and friends </div> <div>Research investment services/account options at current and other banks  </div> <div>Meet with my current banker </div>	<div>Make an appointment with an FA </div> <div>Meet FA to discuss needs, goals and dreams </div> <div>Receive and review investment plan from FA </div> <div>Compare investment plans gathered from several FA appointments </div> <div>Lock up FA references and credentials online </div>	<div>Contact FA and finalize investment plan </div> <div>Receive and review investment plan from FA </div> <div>Receive application approval </div> <div>Transfer funds from different accounts </div> <div>Meet with FA to walkthrough the account set-up and services </div>	<div>Receive check in calls from FA </div> <div>Manage and monitor the account </div> <div>Receive monthly account statements/notices </div> <div>Call FA when I don't understand something about my account activity/statements </div>	<div>Meet with FA to review account performance against investment plan to ensure its on track </div> <div>Meet with FA to refine investment approach if a life event has occurred  </div> <div>Receive refined investment approach for approval </div> <div>Review and approve refined investment approach </div>
<b>Opportunities</b>	<div> Provide jargon free wealth management information or links within the info to definitions of the terms being used</div> <div> Provide comparison view of wealth management services/accounts</div>	<div> Pre-qualifier questionnaire provides customer with time to think through their goals, needs, etc. prior to the interview</div> <div> Educational short video to help customers understand investing and process to open account</div>	<div> Account application is pre-populated based on questions asked at preliminary FA meeting</div> <div> FAQs for account opening process and funding</div>	<div> Ability to view investment plan against current account performance</div> <div> Reduce financial jargon in account statements</div> <div> Online 5 minute education video, which explains graphs and charts, portfolio, etc.</div>	<div> New FA transition period needed prior to current FA leaving</div> <div> Tools which allow the customer to explore investment options/approaches</div> <div> Educational webinars or videos</div>

The background is a solid teal color. In the top-left corner, there are three parallel, dark blue diagonal lines. In the bottom-right corner, there are three parallel, gold diagonal lines. A white diagonal line runs from the bottom-left towards the top-right, separating the teal area from a white area in the bottom-right corner.

# My Process



# Content Strategy



YESGROWTH  
Digital Marketing Strategy 2019|





To develop a digital strategy, I did the following:

Coordinated with the finance team, CEO and customer service teams to set a marketing budget and ensure the strategy fits within that plan

Conducted a full website audit using Google Analytics, Moz, and HubSpot

This included a full SEO strategy, social media audit and email marketing strategy





**I also created audience avatars to ensure the marketing campaign was correctly targeted**

**I then conducted keyword analysis, and researched topic ideas**

**The chosen topics were then organized into a content calendar**



**This was then sent to the client for review**



# Content Creation

**My digital marketing campaign consisted of the following:**

**Whitepaper**

**Facebook and LinkedIn Posts**

**Website copy**

**Email Marketing**

# Whitepaper

## **ALTERNATIVE FUNDING:**

**A guide for businesses**



# Outcomes

I wrote a 19 page whitepaper about alternative funding

The whitepaper included statistics, case studies and financial research.

More than 200 people purchased the whitepaper from the client website.

The client gained new business customers after I promoted the whitepaper on their LinkedIn page.

# Social Media Posts

The screenshot shows a Facebook profile for 'YES Growth Media' (@YESGrowthMedia). The profile picture is a circular logo with a black arrow pointing up and to the right. The page has a green 'Create a Page' button. The main content area features a post from 'YES Growth Media' dated 4 March 2020. The post text reads: 'SICK of the "gurus" advertising \$1,997 courses? Honestly, so am I... And you're asking yourself right now, why the heck am I being targeted with this ad? You need to learn FB Advertising right?... See more'. Below the text is a video thumbnail showing three people in a meeting, with a 'Learn More' button and the URL 'ucceleator.com'. The video player has a 'Full FB Course for only \$29' caption. To the right of the post, there are buttons for 'Like', 'Share', and '...'. Below the post, there are buttons for 'Like', 'Comment', and 'Share'. At the top right of the page, there are buttons for 'Learn more' and 'Send Message'. On the right side, there is a 'Related Pages' section with five entries: 'Right Hook Digital' (Internet marketing service), 'Dr. Brian Kirk Doty DD, LAc - Gle...' (Acupuncturist), 'South East Home Inspections' (Local business), 'Ankita Kaushal' (Entrepreneur), and 'Fancy Get AWAY' (Travel agent). At the bottom right, there is a 'Places' section showing 'Orlando, Florida' and 'YES Growth Media'.

**YES Growth Media**  
@YESGrowthMedia

Home  
Posts  
Reviews  
Videos  
Photos  
About  
Community

Create a Page

Like Share ...

Like Comment Share

**YES Growth Media**  
4 March 2020 · 🌐

SICK of the "gurus" advertising \$1,997 courses?  
Honestly, so am I... And you're asking yourself right now, why the heck am I being targeted with this ad?  
You need to learn FB Advertising right?... See more

Learn More  
ucceleator.com

UCCELERATOR.COM  
Full FB Course for only \$29

Learn More

198 likes

Related Pages

- Right Hook Digital**  
Internet marketing service
- Dr. Brian Kirk Doty DD, LAc - Gle...**  
Acupuncturist
- South East Home Inspections**  
Local business
- Ankita Kaushal**  
Entrepreneur
- Fancy Get AWAY**  
Travel agent

Places ▶ Orlando, Florida ▶ YES Growth Media



# Facebook

I created a number of Facebook ads aimed at small business owners over the course of 6 months

This included a mixture of In-Post adverts, and retargeting ads.

The ads generated more than a million impressions

It also generated \$17,000 (£13,928) in revenue

IMPRESSIONS Last 30 days (May 5 - Jun 3) ▾

1.32M ▼ 11%  
Compare: 1.49M



AMOUNT SPENT Last 30 days (May 5 - Jun 3) ▾

\$17.4k

▼ 17% Compare: \$20.8k

CPM

Last 30 days (May 5 - Jun 3) ▾

\$13.11

▼ 6% Compare: \$14.01

FREQUENCY

Last 30 days (May 5 - Jun 3) ▾

2.0

▲ 11% Compare: 1.8

LINK CTR Last 30 days (May 5 - Jun 3) ▾

3.75%

▲ 47% Compare: 2.55%

LINK CLICKS

Last 30 days (May 5 - Jun 3) ▾

49,695

▲ 31% Compare: 37,941

CPC (LINK)

Last 30 days (May 5 - Jun 3) ▾

\$0.20

▼ 34% Compare: \$0.31

# Twitter & LinkedIn

I also created the Twitter and LinkedIn pages on behalf of YesGrowth

I grew the followers on both pages by posting regularly, resharing other content and participating in online discussions and commentary



# Explore

⚙ Settings



YesGrowth

1,393 Tweets

Follow



YesGrowth @YesGrowth · 11 Oct 2017

...

YesGrowth is happy to announce that we are able to support single-invoice trading, and supply-chain finance opportunities for UK businesses.



Search Twitter

The Great British Sewing Bee



Teen Vogue · 3 hours ago

Ariana Grande Wore a Bra Top to Her Brother's Wedding



RSVP Magazine · Yesterday

Coleen Rooney v Rebekah Vardy: Everything you need to know about the Wagatha Christie case



Trending in United Kingdom

...

De Jong

Trending with [Garnacho](#), [#FAYouthCup](#)

Trending in United Kingdom

...

Sacked by Christmas

[Show more](#)

# Email Marketing

## Email Marketing Plan Overview

What is the goal of this plan?

- This proposal will go over the process of executing a successful email marketing campaign triggered by actions made on subscription lists and the online store customer's behavior.
- Also, we will detail the Website PopUp subscription & triggered automation.

What will be the deliverables (email templates, automation, etc)?

- Email Templates
- Automations in Mailchimp

-Timeline/Milestones for deliverables

- Timeline                      1 week
- Milestone                    Marketing Automation Campaign

## Setting Up Newsletter System

# Email Marketing Process

- I started by analysing the original email strategy
- The next step was to outline the email marketing goals, deliverables and timelines
- I then defined the user flow and audience groupings, and analysis methods before creating the email content
- The strategy resulted in 600+ new business subscribers, worth a total of £80,000 within an 18 month period



# Overall Results & Outcomes

# Increased Conversions & Engagement

Overall, I successfully obtained the following:

- £13,000 in revenue from social media ads
- 600 new subscribers, (worth £80,000) from email marketing
- 200 new purchases of the whitepaper