



// Introduction

Our client, a Texas based commercial finance start-up, began with an ambition to establish itself as a key player in the commercial finance world. They enlisted the services of The Finance Marketing Group in order to raise the profile of the previously unknown company, who in turn created a PR campaign, based on thought leadership and Search Engine Optimization.

// Solution

The development of articles, soundbites and topical commentary were secured in niche publications. Alongside this, one-on-one interviews were set up between our client's primary spokesperson and various key journalists, analysts and editors - resulting in significant additional exposure for the company in their local market.

Having only recently launched its current website, our client feared that while the media response to the PR activity was indeniably driving traffic to

the site, the organization's lack of search engine presence for its key terms undermined the website's ability to be easily found and be a lead generation tool on its own.

We defined the most important key search terms for which the client wanted urgently to rank for. We worked closely with their in-house web team to distribute and create a link building campaign and content marketing strategy that would assist in gaining traffic and leads.

// Initial Findings

As like many fledgling companies, our client had little or no profile in its target market, no search engine or social media presence for its key terms and was yet to acquire customers who could recommend its product and services. The Finance Marketing Group formulated a specifically tailored PR campaign, based primarily on thought leadership and SEO.

// The Results

As a result, our client emerged as a credible contender in the commercial finance market, alongside - and often in place of - other longer-established companies in the field. The PR campaign was absolutely vital to get their message in front of the right people at the right time. The campaign quickly gained traction and brought the company to the forefront of influential figures in the target marketing. Through the use of Google Analytics, we were able to identify a positive and traceable change in website interest. This was a direct influence by the PR activity, shown in the first instance.

The combined efforts of both on-site and off-site SEO activity led to a marked improvement in search engine performance, now on the upper half of the first page for all its key search terms - in turn resulting in a marked increase in traffic volume from searches on those terms.