



CASE STUDY: **Alliance Fintech**

How we used content marketing to spike traffic by 149%

When it comes to content marketing, most brands feel that they've entered murky waters. Despite clear access to analytics and linking actions to ROI, clients, at times, feel lost amidst jargon and execution.

Here, at Justwords, we reduce this gap by clearly charting out online marketing and content goals that are aligned with the client's overall marketing strategy. It takes a good few days to get the very first step right, sometimes more, but it's one place where we don't cut corners. (We don't cut corners elsewhere either when it comes to clients and campaigns)

While there are a lot of things in play, it is a combination of tactics that carves a success story. From Search Engine Optimization to rich content creation to social media strategies to content promotion, the right mix of channels and content has helped us chart our success stories. And that was exactly what Alliance Fintech was looking for when it came to us.



The Client - Alliance Fintech* - What they were looking for?

Alliance Fintech is a well-established brand in the financial services sector and one of the fastest growing companies in India with a wide offline presence across India.

In addition, it is also one of the most trusted brands in its sector and part of one of India's most renowned groups. With its competitively priced products, repertoire of marquee clients, extensive geographic presence and outstanding customer experience, Alliance Fintech's goal was to become the most preferred financial technology player in the country.

**The name of the client has been changed in order to protect their privacy and anonymity.*

Having achieved a commendable offline presence, the brand now wanted to explore content marketing in order to create a brand authority and establish itself as a top player in the market, as well as reach out to more clients (which is always a given).

Before they approached us, the brand had been successful in building a buzz through television commercials. However, they soon realised that the after effects of such campaigns were limited to a particular season or time-frame and it was time to do something that would lead to more sustained results. They had also started noticing that several of its direct and indirect competitors were using the online medium to increase their reach, cover new grounds and even generate new business. This prompted them to explore the world of digital and content to see how a traditional brick-and-mortar brand could translate its offline success in the online world.

Given that the nation was also increasing subscribing to digital media, it was imperative that the brand now made its presence felt in the medium that their customers were accessing on a daily basis.

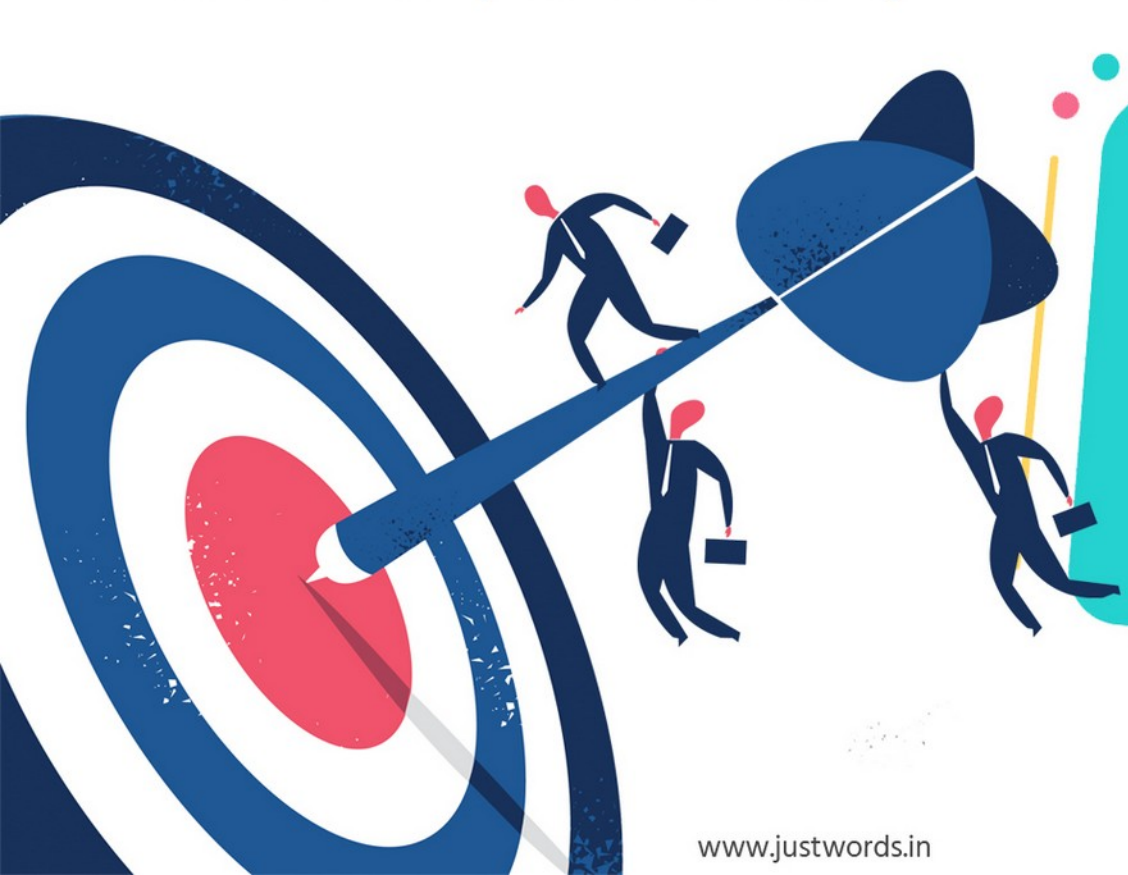
This was the brief given to us. Our goals were these –

1. Develop an online presence that would match the brand's offline presence
2. Drive traffic to the brand website in a steady manner
3. Increase the customer's awareness about the product online

Translating the **brief** into concrete online **goals**

Objectives

Brand building: Our clear objective was to ensure our client established their online presence and reached a substantial set of audience that would be their future customer base. In the digital world, this translated to optimizing all their web channels to ensure the brand was represented consistently.



Brand awareness: The next objective was to generate brand awareness. This meant we reach out to a specific set of users who could find out about the brand, explore its service offerings, gain trust and look to use the services in the near future.

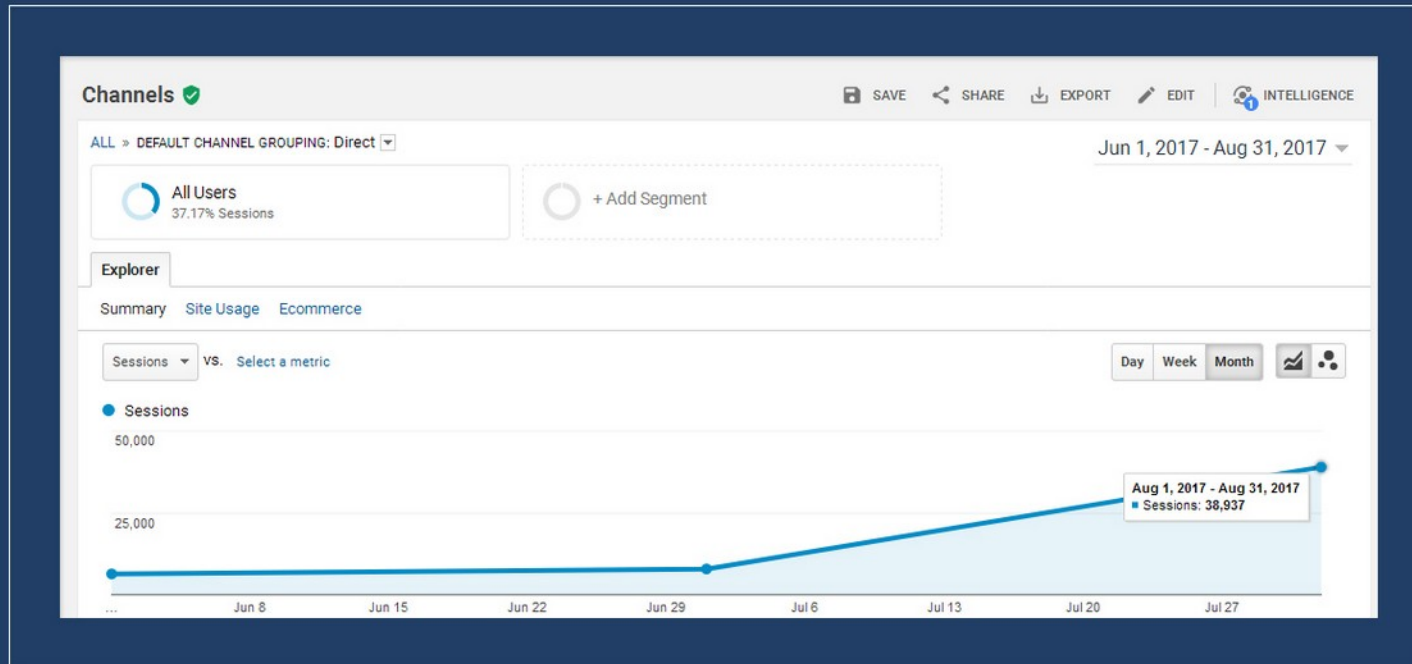
MEASURABLE METRICS

Translating our client's requirements into online goals, we realized that the primary measurement metric here for both brand building and awareness was traffic on the website.

However, brand awareness also meant there were more people who not only knew about the brand but took the first step in understanding its services. This meant, more people started searching for the brand online and landed on the website.



Our measurement metrics were, therefore, the following –



- ✓ Increase the organic traffic to the official website.
- ✓ Increase the 'direct traffic' to the website (Direct visits as measured in Google Analytics. Such users know the name of the brand and the website. They directly type the url / brand name to land on the website)

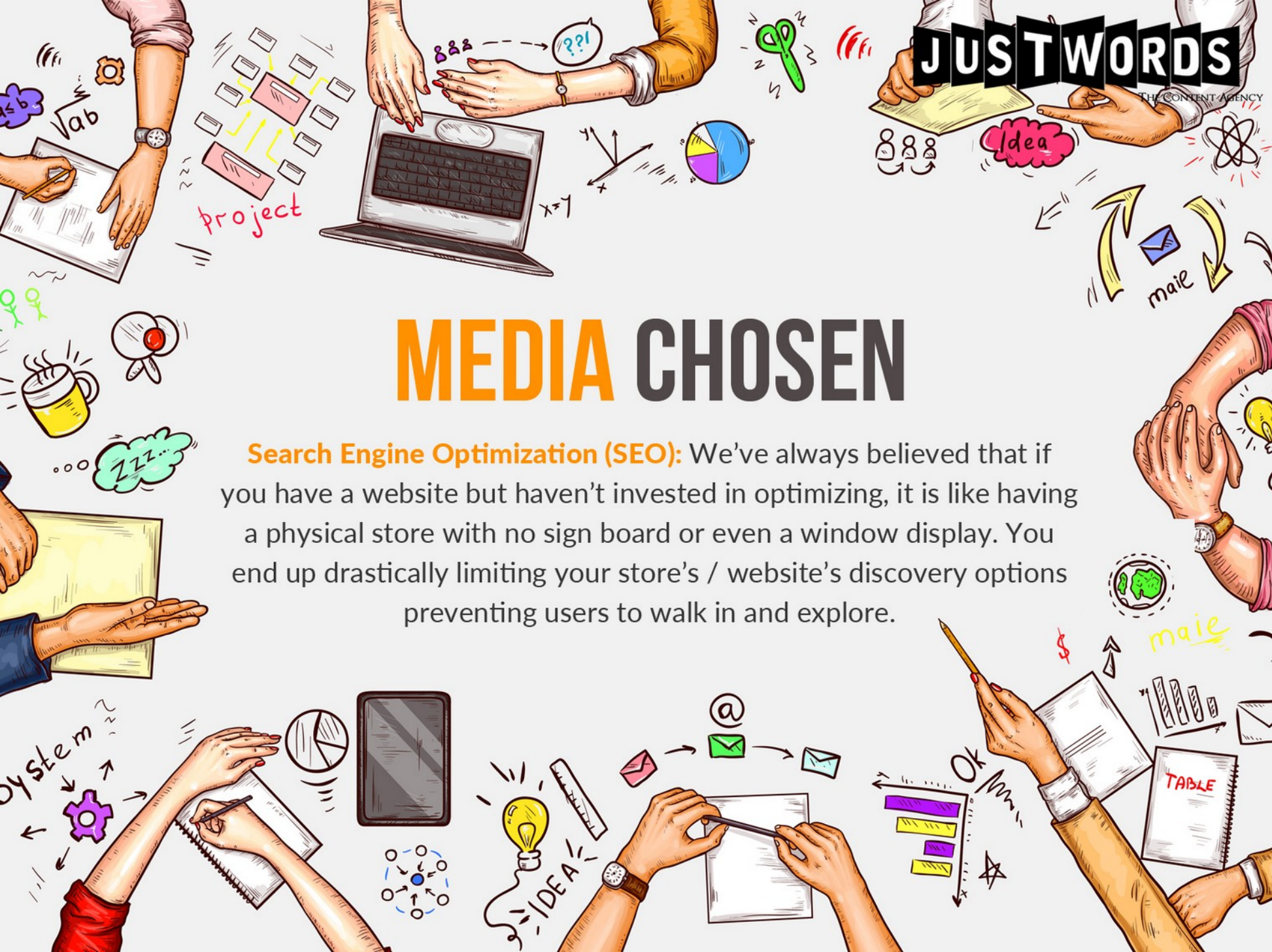
RECIPE FOR SUCCESS: A MIX OF



Our first objective was to improve our client's visibility online. It meant looking at their owned media (website, blog and social channels). All these channels needed the same messaging, voice and tone. It required us to create additional content for channels that needed clarity and optimizing bios.

We ran an in depth analysis to see how users were currently discovering our client website. From top landing and exit pages to blogs with high engagement rate, we zeroed in on what people liked about the website and what threw them off balance.

Finding Opportunity Gaps: The next step was to see where we can step in to be a game changer. It meant examining multiple online channels where either there was competitor presence or customers were talking about a similar product / service. The research led us to forums and popular social channels where there was already an active audience for the client's products and services. We now only had to sensibly join the conversation to showcase a helpful partner profile (as against the overtly sale-sy one).



JUSTWORDS
THE CONTENT AGENCY

MEDIA CHOSEN

Search Engine Optimization (SEO): We've always believed that if you have a website but haven't invested in optimizing, it is like having a physical store with no sign board or even a window display. You end up drastically limiting your store's / website's discovery options preventing users to walk in and explore.

While our client already had the website set up, we were entrusted with the job of creating the 'store front'. This was done with advanced search engine optimization techniques. All aspects of the website from its content to tags to navigation and images were made user friendly to aid discovery. We also ensured that the CTAs were optimized to help our customers reach us quickly in case they had queries.

Social Media Optimization (SMO): What's great about social media is that you already have a formidable ready user base available. It is up to you to pick the right target audience and connect with them.



Social also goes a level beyond brand awareness and treads into the territory of brand reputation. Creating a 360-degree social strategy would ensure that our client's brand image and trust grew among the audience. This would eventually work to drive targeted traffic to the website and better engagement with the brand.

Resourceful Blog Content: Launching the blog was one of the primary things we were hired to do. It was important that the blog carried the brand tone and also become a resource base of good engaging content that would draw readers from across the spectrum.

Campaign Execution



SEO: We took a holistic approach to achieve our objectives. The first step was to apply SEO strategy on the website. From examining the search console to consolidating broken links, we did a complete health check up on the website. Next, we went about editing and creating content from our prospective customer's perspective.

The information had to be precise and easy to read. So we created quick bulleted lists that focussed on product benefits rather than features. We also created personas which immediately helped customers relate to the product offering and understood how they stand to benefit from us. As with all our SEO, if it works for users, it begins to work for search engines too.

Search



We then went on to check other websites and forums where conversations were already active about the product and industry. By participating in these conversations, it directly opened us up to generate interest in our brand and products and also engagement opportunities with prospective customers.

The more we listened to our client's customers, the better understanding we got about their pain points and needs. We addressed changing financial scenarios in the country (GST) and how it affected our customers. We spoke in length deciphering industry terms to help our customers understand nuances better. We addressed their concerns in the form of optimized blog articles and FAQs.

Social Media



The insights gained from our research extended into our social channel communication too. Our custom content on social geared around answering prospective customer questions, insights from our experience, testimonials from our existing customers that showcased brand trust and an occasional dollop of humour to keep things interesting.

Another social strategy which was also simultaneously executed was done by creating content to bring out the aspirational values of our customers and how the brand helped customers achieve their dreams. This took the brand beyond the realm of a product and made it an instrument that could fulfil ambitions.

CONTENT CREATION

As we adopted an aggressive content strategy, we built upon a large amount of content to back up our search engine and social media efforts. Content became the foundation upon which all the building was built. We went ahead to build a blog that would work two ways –

1. Become a repository of knowledge and information for anyone wanting to know about financial products, esp loans.
2. Back up all our SEO efforts by providing content like the way Google wants it to be – detailed, informative, interesting and serving up value to the reader. At the same time, feeding the SEO campaign.

That apart, we built a whole lot of content that would pull traffic naturally - information rich PDFs, infographics, videos etc – and shared them on relevant platforms.

A combination of visuals, blogs, infographics, PDFs, Q&As, PR articles, case studies, were used attract traffic to the website.

THE MOMENT OF **TRUTH-** RESULTS

After a year of engagement, Justwords was able to achieve this -

149% increase in organic traffic

550% rise in social followers

Thirteen months on, our client's organic traffic skyrocketed by a whopping 149.3%. Not only were more people visiting the website, there were more people now coming from the direct channel.

The client's Facebook channel which was drooping and lifeless with just 2303 followers last year now went up by 550% with over 13,000 followers in August 2017. The number is now reaching almost 16k followers, propelling online awareness.

We were also able to get a lot of traffic from blogs which covered topics on everything related to financial technology and financial products as well as topics that were of broad interest among the audience. The idea was to create evergreen content that would somehow help the reader in solving his or her pain point and attract the reader to return for more. In the process, the brand would be able to establish trust and loyalty amongst its readers and establish a strong recall.

Major Takeaways

Organic Search

Engagement with Justwords begins



Takeaways

Sell value, not product

People do not want to be sold. They like to come to you when they want to. That is why it makes sense to create content as per various stages of a buyer's journey. Remember you are trying to build trust, loyalty and a long term relationship with them.

Nothing substitutes good quality content

The reason why we managed to drive incremental traffic is that we really deep dived into content gaps and gave our audience the content they were looking for. Higher ranking and more traffic were the by products of the exercise

Long-tail SEO is super important

Ranking on shorter phrases may take time depending on how the competitive landscape pans out. But long-tail SEO never fails to deliver results. It works great in getting out the content that people are not just searching but seeking detailed answers to.

Your brand's reputation hinges on your social content

Many brands tend to give less importance to their social media citing that they don't have the time or budget in indulging in the activity. A brand's social content needs a lot of thought and should carefully crafted into the content strategy. It is the place your customers look for validation so it is a key way to engage with them directly and also drive traffic and leads to your website.

In short, **content marketing** works if you go the full way.

When done right, digital marketing can bring about concrete results and propel your overall marketing and even sales.



Want these **results**?

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or visit us at www.justwords.in

