

Bucking Trends, Boosting Growth

A Vertical SaaS Fintech's

Success Story

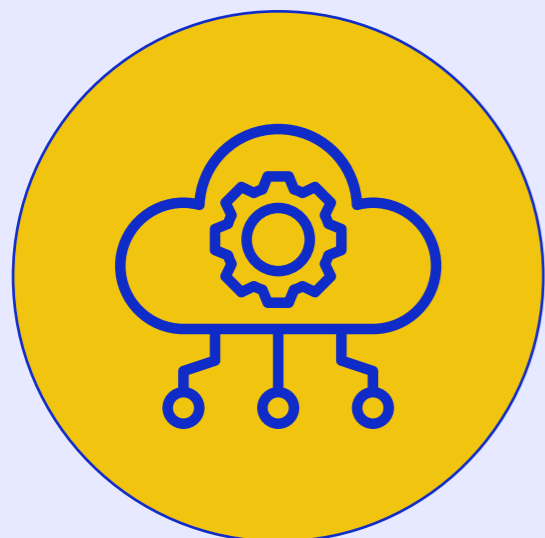


About The Brand

A fintech offering cloud-based bank transactions and financial data analytics solutions for banks, NBFCs, and lending institutions.



The Challenge

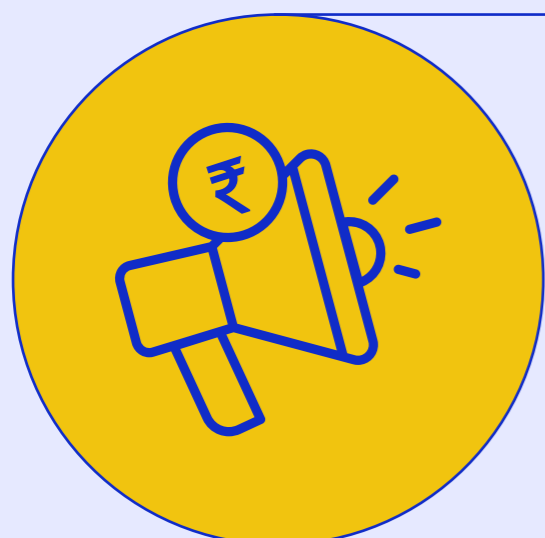
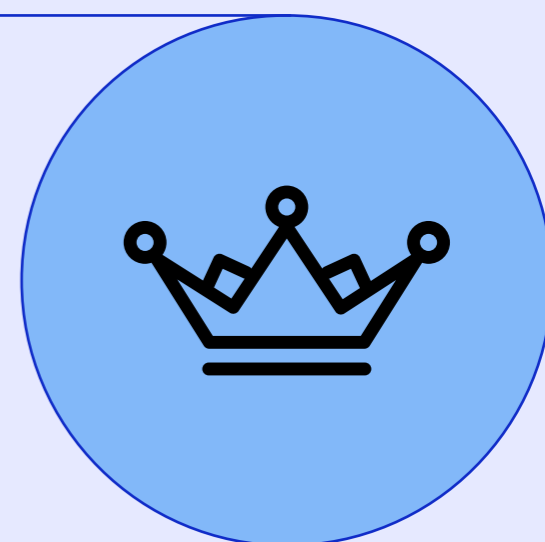


New player, established rivals

A relatively new entrant in a competitive fintech niche.

Brand building challenge

Needed to establish authority and visibility quickly.

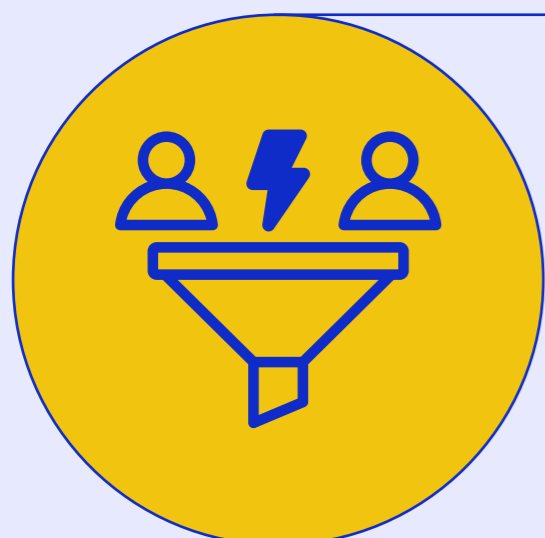
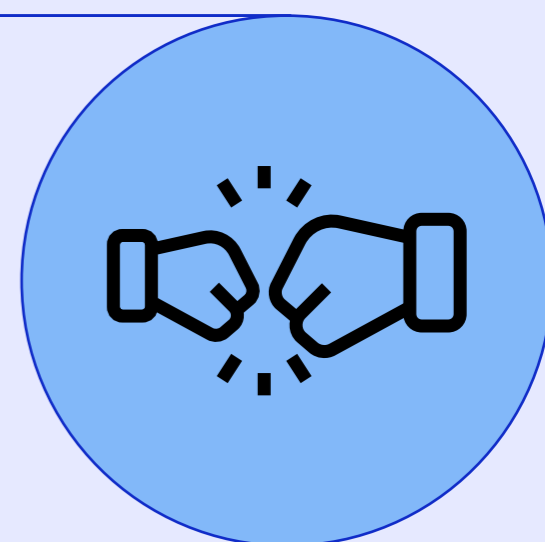


Paid vs. organic dilemma

Conventional wisdom favored paid campaigns for quick lead generation, requiring early-stage spending.

Unsustainable spending risk

Risk of entering a race of spending more to get more leads, but no long-term sustainable lead-gen channel.



Growth puzzle

Generate quick leads while building foundation for long-term growth.

Our Approach

Organic search and content marketing are often viewed as slow-burn strategies, deprioritized in the early stages.

It was time to prove the convention wrong!

The strategy we adopted focused on:

1. Sustainable lead-gen

Building a sustainable lead-gen channel by ranking higher for critical business keywords.



2. Lead nurturing

Leverage email marketing to nurture and engage potential prospects.



3. Better brand visibility

Improve the online discoverability for the brand.



The Implementation



SEO strategy

A razor-sharp SEO strategy with a regular cadence for content publishing focused on BOFU and critical business keywords.

Mailing list management

Consolidated a mailing list from their fragmented data acquired via webinars, conferences, exhibitions and website visitors.



Email marketing

Implemented a fortnightly email marketing plan to keep them engaged to help with conversions eventually.

Marketing collaterals

Assisted with marketing collaterals to augment their presence both online and at offline events and exhibitions.



Fully-managed content marketing solution

We completely managed the entire content marketing end-to-end, working like their in-house team.

The Result

86% 

increase in
Organic traffic

Page 1 Ranking
for **BOFU** keywords

98% 

increase in
Direct traffic

3-5

daily sales
generated daily
via the organic
channel

21 **Average search position** across all terms



**Improved
visibility**





Established good online
presence with authority
in the space.

**Outranking
competition**

Built a sustainable lead-
gen model & outranked
the competition.

1	Organic Search	
	Jun 19, 2023 - Jun 19, 2024	21,641
	Jun 17, 2022 - Jun 18, 2023	7,554
	% change	186.48%
2	Direct	
	Jun 19, 2023 - Jun 19, 2024	10,180
	Jun 17, 2022 - Jun 18, 2023	5,132
	% change	98.36%

Search type: Web  Date: Last 3 months  + New

<input checked="" type="checkbox"/> Total clicks 7.85K 	<input checked="" type="checkbox"/> Total impressions 314K 	<input checked="" type="checkbox"/> Average CTR 2.5% 	<input checked="" type="checkbox"/> Average position 21 
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This success has ensured that any future paid acquisition efforts can be temporary and supplementary, thanks to consistent organic traffic and high rankings for BOFU keywords.



Though we were experienced, when we started in this niche, we were competing with the bigger players with high marketing budgets. Springzo helped us create a strategy that got the results without overspending.

In fact, they convinced us to not fall into the trap of paid acquisition and to work towards building sustainable growth channels.

Their approach eventually helped us get good online visibility, rank for key terms that matter, and get leads without paid marketing.

Founder

Conclusion

Prioritizing organic growth over conventional paid strategies helped our client establish a sustainable lead generation model.

This success demonstrates that a well-executed and consistent organic strategy can drive significant growth and long-term success, even in a niche, competitive space.

SPRINGZO

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