

## CASE STUDY

# ➤ Brokers save time and increase the effectiveness of their marketing

### The challenge

Jan Watman of Start Fresh Finance is a sole trader in Queensland who specialises in transport industry asset finance. Being a small business owner, she handles everything from administration to marketing. This leaves little time for negotiating and settling financial facilities, building client relationships and generating new leads, affecting their bottom line.

Jan needed access to specialist marketing collateral at an affordable price. "I was finding marketing harder, and it was just taking me longer to do," adds Jan. "I needed something that was super easy."

### The opportunity created

Jan joined ScotPac's Partner Portal, an all-in-one platform for brokers offering marketing solutions, tools, fast applications, and resources for free. Partner Portal provides customisable monthly newsletters, email and social media campaigns, and thought-leadership articles. It integrates social media platforms and has a built-in email aggregator. The content is written by experienced finance and business journalists to brokers free of charge, reducing the amount of time and money Jan spends on marketing.



### The ScotPac difference

"Any small business loves free marketing," says Jan. "It is really good because it's your existing clients that you're contacting all the time to keep front of mind. If you don't, someone else will pick those clients up."

Jan now conducts all her email marketing directly through the Partner Portal, and she estimates that it saves her six hours per month on aggregator and writing fees. This has helped her stay front of mind with prospective clients and reconnect with a previous client, resulting in the settlement of a \$420,000 facility.



**Staff:** 1

**Specialty:** Transportation Industry Asset Finance

**Time saved:** 6 hours per month

**Business generated:** \$420,000 in 1 month

"As brokers, our expertise is finance, not marketing, so to have ScotPac provide that content is a huge support."

➤➤➤➤➤ Sign up for ScotPac Partner Portal.