

CASE STUDY

➤ Brokers increase business growth and visibility with free, automated marketing

The challenge

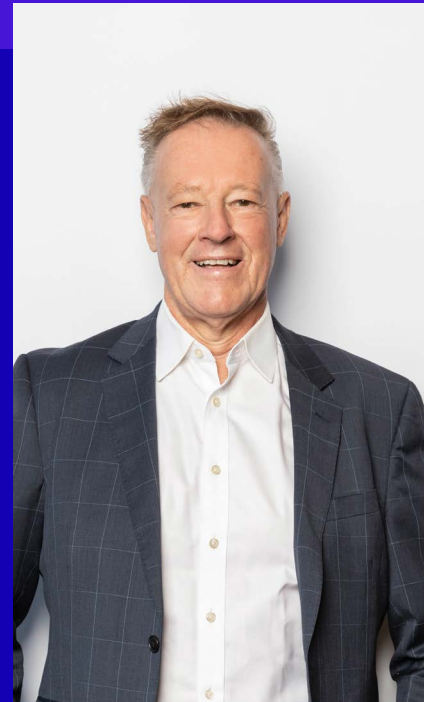
Neil McKay owns Opibus Finance, a small business in Victoria. As a financial expert, he prioritised executing effective and low-cost marketing, but didn't have the time to do it himself. To overcome this challenge, he evaluated and found a specialist business finance marketing provider that met his specific requirements. To do this, Neil was trying to use third-party aggregators to manage email marketing and hired copywriting professionals to create separate email and social media content.

"Finding a one-stop system that included an easy marketing component was challenging," explains Neil.

The opportunity created

Neil signed up for ScotPac's Partner Portal, which is a comprehensive platform that provides marketing solutions, valuable tools, fast applications, and client resources for brokers, all free of charge. Partner Portal offers monthly newsletters that can be customised, email and social media campaigns, and thought-leadership articles written by experienced finance and business journalists for brokers at no cost.

The system also seamlessly integrates brokers' social media platforms, allowing them to post directly from the same system through which applications are lodged, and the built-in email aggregator allows Neil to send branded emails to prospective clients with just a click of a button.



The ScotPac difference

Neil has been conducting marketing activities within the Portal and through his secondary email aggregator. Though he still hires a writer occasionally, he has scaled back the investment due to the high quality of ScotPac's content, saving him money and over 8 hours per month. According to him, the open rate through the Partner Portal is much better, about 45%, while only 25-30% for the external marketing hub. Since using ScotPac's Partner Portal, Neil's business has grown by 30% and the Portal helped him settle a \$250,000 facility. Neil believes that good quality content helps keep the business front of mind and such brand awareness is priceless.



Staff: 5

Specialty: Invoice Finance, Trade Finance and Asset Finance

Time saved: 8 hours per month

Business growth: 30% in 8 months

"Other FinTech's also offer marketing content, and I think the quality of ScotPac's is much better."

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