



CONTENT
MARKETING
PARTNERS

Financial Services Case Study

Overview

The customer acquisition team for foreign exchange and international payments at an iconic global financial services provider had a clear directive: increase new foreign transaction service customers, driving double digit revenue gains over the next 12 months.

The team prioritized the company website as the primary channel for conversions, and turned to Content Marketing Partners to create the content journeys that would establish the brand's expertise and earn the customer's trust - and business.

To succeed, the strategy had to cater to a wide range of prospective customers, from independent retailers to B2B supply chain specialists, possessing varying levels of financial acumen.

While revenue would be the ultimate arbiter of success, additional performance goals included content engagement and reader actions tied to engagement.

Businesses grappling with the complexity of financial transactions across international borders seek expert advice - the challenge is to satisfy queries that reflect a range of business sizes and sophistication. Here, deep audience discovery coupled with specialized content activated a content marketing strategy tuned to a variety of customer journeys, spurring engagement and action.

Approach

Keyword Optimization and Metadata Review: Content Marketing Partners utilized the team's metadata insights and keywords to create a hierarchy of content themes calibrated to persona, anticipating search behavior across a variety of customer journeys.

Author Expertise: To build brand authority within the category and ensure educational value, we tapped our subject matter experts to create a steady cadence of articles, blogs and briefs to help financial neophytes and sophisticates alike navigate foreign currency exchange, import-export business growth, international payments, and international supply chain management.

Situational Awareness: Foreign exchange is a notably volatile sector, with political and economic influencers that change in real-time. Our SMEs' immersion in the space enabled quick deployment of asset drops incorporating fresh insights.

Results

43%

YOY revenue increase,
digital channel

90%

increase in targeted
keywords ranking – top 5
results

9x

increase in
click-throughs from
article pages to
customer inquiry pages

Conclusion

- High-performing content marketing requires people-centric assets that are specific, differentiated and authentically helpful.
- Using insights drawn from keywords and metadata improves SERP performance and drives qualified visitors.
- Intelligent call-to-actions aligned to customer needs propel the journey.

Content Marketing Partners combines these tactics, creating highly relevant, high-quality content – in volume – that drives customer acquisition and builds brand value.