

Overview

Asteris Lending teamed up with McKay Creative Solutions to build a strong digital presence and expand its reach across social media platforms in the competitive financial services industry.

Challenge

Asteris Lending needed to establish its digital footprint from scratch in a competitive marketplace where financial services firms vie for the attention of sophisticated professional audiences

Solution

LinkedIn-First Growth Strategy

Focused on LinkedIn as the primary platform to connect with professional audiences in financial services and real estate, leveraging its B2B networking features and presence of decision-makers.

Strategic Audience Targeting

Established a presence in key geographic markets while attracting senior-level professionals in the financial services and real estate industries.

People-Focused Content Series

Created team announcements and new hire introductions that humanized the brand, highlighted company culture, and consistently generated the highest engagement rates and impressions.

Purpose-Driven Brand Storytelling

Developed an authentic content strategy emphasizing transparency, personal connection, and company values that resonated with target audiences.

Result

146.26%

LinkedIn impression growth

49.26%

overall new follower growth in three months