



Case Study

How a Fractional CMO Can Be a Game Changer

Ravco Marketing built the brand and the sales pipeline for Ezbob, Ltd.





Ezbob is a young FinTech company with a bright future. In 2017 we transitioned from an alternative lender into a software company by offering the technology we built for ourselves to the European banking industry. By the summer of 2020, we were ready to scale up our marketing effort to build our brand and a pipeline of business.

I decided to seek help by hiring Ravco Marketing's president George Ravich as a fractional CMO. As a FinTech veteran who had led marketing teams at several successful companies, I thought he would be able to help Ezbob by devising an overall strategy and then implementing innovative B2B marketing programs.



George spent a couple of weeks learning about the company and the unique set of challenges we faced. He worked closely with the existing marketing director and the sales team. Within a month he devised a plan to build a lead generation engine that would feed the sales team qualified leads. He developed a detailed marketing plan along with a budget and a model that projected the expected lead generation results from each marketing program along with an ROI for each.

Building a Lead Generation Machine

The plan had a small number of very targeted programs that Ezbob could both afford and realistically implement with our small marketing team. We followed the Ravco Roadmap Methodology.

It began with developing a series of case studies that would become the basis for a powerful multichannel lead generation campaign as well as an effective sales tool. While we had already been using Hubspot, George showed us how to develop lead nurturing workflows that were

customized for specific buyer personas and specialized topics. I felt confident that our automated lead generation programs were industry best practices.

Also, as part of his plan, George collaborated closely with the sales team to develop sophisticated account-based marketing programs that targeted a

I felt confident that our lead generation programs were industry best practices

small number of key accounts with customized emails and content in several languages.

And finally, George devised a series of online promotions that would

build the Ezbob brand as well as be a high-volume source for new leads. He developed a webinar program with Finextra, a popular online FinTech industry publication, and several virtual trade show sponsorships. One idea that really worked was offering a prize draw for a Peloton bike that in the middle of a pandemic was quite an eye-catcher! Ezbob got many kudos for being innovative with this one!

Repositioning the Company for Growth

While the lead generation engine was humming, I asked George to help with repositioning the company. We realized that our technology could be



used for much more than originally designed. By modularizing the key components, we could greatly expand our market breadth beyond the

narrowly focused unsecured small business loans that we started with.

George worked closely with the development and sales teams to devise a new company positioning that represents our new thinking and our new growth strategy.

George devised a company positioning that represents our new thinking and new growth strategy.

He repositioned the company from a small business lending platform to a high-speed customer acquisition platform. This is not only unique in the market, but it better described the benefits that we are providing to our

customers. It allows us to take advantage of our new modular product approach by expanding the target market beyond banks and loan officers, to companies that needed the functionality of the specific modules.

The repositioning of Ezbob has revitalized the company by attracting entirely new customer segments. George led the development of a splashy new website that clearly explains our value proposition. The new website upgrades our image to a hot technology company. We now are engaged in sales discussions with FinTech companies, car manufacturers, and many others, in addition to our traditional banking clients.

Results

George was engaged with us for 18 months and during this time he made many important contributions to the company.

Our lead generation programs are more productive with every metric increasing significantly.

Our lead generation programs are more productive with every metric increasing significantly. Website traffic more than doubled year-over-year, and LinkedIn followers were up 25%. Marketing originated leads were up 82% year-over-

year, and up 154% when compared to the time before George was retained. Marketing generated

sales pipeline opportunities were up 69% year-over-year and in 2021, representing around 40% of the entire sales pipeline. And three account-based marketing programs (ABM) produced 10 client meetings.

George's Ravco Roadmap methodology ensured that our marketing programs supported our new product messaging. It enabled us to create multichannel campaigns that were synergistic, multiplying the effects and results. For example, the case studies used for lead generation were repurposed as industry award submissions. In 2021 Ezbob won four prestigious awards for innovation based on the case studies.

Without question, George's understanding of marketing provided enormous benefit to Ezbob.

Without question, George's understanding of marketing and his insight into how a small company must prioritize a small marketing budget provided enormous benefits to Ezbob.

George mentored the sales and marketing team and improved their effectiveness. His work on product messaging and company repositioning was insightful and will have lasting beneficial effects for Ezbob. Hiring George as a fractional CMO delivered enormous value to Ezbob. His level of knowledge and professionalism is truly outstanding.

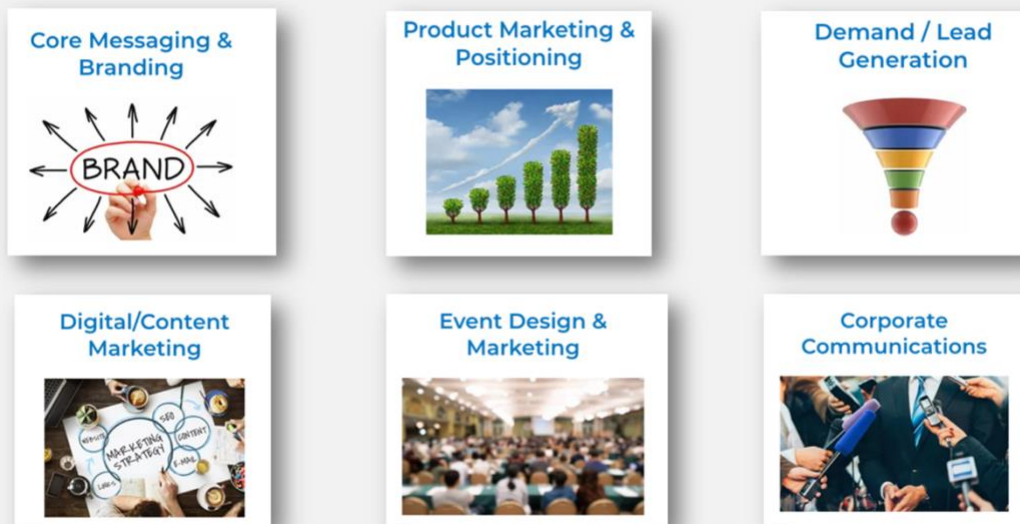
| Program | Results |
|--|---------|
| Website traffic | +105% |
| Database of leads | +166% |
| LinkedIn Followers | +25% |
| Marketing Generated Leads | +82% |
| Marketing Generated Pipeline Opportunities | +69% |
| ABM program meetings generated | +3 |
| Industry Awards | +4 |

About Ravco Marketing

- Focused on tech marketing, specializing in FinTech & InsurTech
- Expert at developing foundational messaging for company positioning and product marketing
- Expert at building demand generation strategy and programs
- Experienced at building a marketing team or refining an underperforming one
- 2 Engagement Models
 - Fractional CMO on a retainer basis
 - Project-oriented

Capabilities

Breakthrough Marketing for Your Breakout Growth



Ravco Marketing, LLC

<https://www.ravco-marketing.com>

info@ravco-marketing.com

+1-203.984.8765