

How Strategeos Delivered Fast Growth to a Fintech Startup

The Background:

A fintech startup wanted to revolutionize the way people thought about digital money and digital transactions. Some common digital transactions include paying bills, transferring money, commercial transactions like invoices, borrowing and investing. To get things off the ground the fintech startup needed a powerful business growth strategy, a bespoke digital marketing strategy and building strategic partnerships with other financial institutions and stakeholders. The target audience had to be familiarized with the fintech solution to create a strong desire among these prospective customers so they would get onboard the fintech app.

Our Solution:

- Highlighting customer pain points and showing how the solution resolves them
- Building a digital marketing strategy to target customers wherever they are online
- Offering a no-frills version of the solution for free so customers can appreciate it
- Finding underserved geographies, markets, and customer segments to fuel growth
- Rewarding customers who bring in new customers as it suits the business model
- Building partnerships with top banks, financial institutions and other stakeholders.

The Benefits:

- 50% growth in major markets in the first year of deploying the integrated strategy
- 75% increased visibility among B2C audience group between the ages of 18 and 45
- Over 150% growth in B2B clients like merchants, startups and medium enterprises
- 500% growth in partnerships with banks, financial services institutions and others
- Increased profitability of over 100% and building the momentum for the future.

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