

BaaS Financial Launch Case Study



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Background

“Confidential” Financial, a spin-off of successful payments processing parent company, is a cannabis banking company that provides tailored payment solutions for the cannabis industry.

The company was looking to launch a new BaaS Financial brand and hire a digital partner to design and launch their consumer website and all digital assets.



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Solution

Hired partner agency, developed and executed omnichannel GTM plan and managed a broad digital strategy, including:

- Performed Growth Readiness Assessment to assess readiness for lead generation and growth
- Designed and launched consumer website and digital assets
- SEO/SEM to drive traffic, conversions and growth
- Performance marketing and analytics measurement for measurable and scalable growth
- HubSpot and CRM support



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Impact

My development and oversight resulted in:

- Implemented go-forward plan and strategy for digital brand activation
- Successful digital brand activation
- Performance marketing campaigns in progress
- Advanced metrics and analytics to support decision making for the sales and marketing teams
- 100+ net new leads, 3k website visitors per month and grew LI followers to 1,500+ in < 4 months.

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