



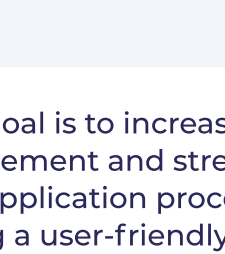
FARGO

FINANCIAL SERVICES

BRANDING FARGO FINANCIAL SERVICES

WHO IS OUR CLIENT?

Client: Fargo Financial



Fargo Financial Services provides business loans to small businesses. These loans are tailored to meet a diverse range of financial needs for small businesses.

Their goal is to increase client engagement and streamline the application process by creating a user-friendly website that provides information and encourages sign ups for loan applications.

The Client does not have a website and needs a website that is modern, user-focused, and easy to navigate and apply for loans.

The Problem

The client does not have a website and needs a website that is modern, user-focused, and easy to navigate and apply for loans. Users are often frustrated by complex loan information, long application forms, and unclear eligibility criteria. The client has a domain but will need hosting for the new site. The audience needs to find the best loan plan for their personal needs with the best rate.

The Solutions



Build a brand and website: The website design will help the audience to have access to a clear and easy to use application so they can obtain the loan they need to expand their business.



Social media campaign: advertise services on popular social media sites to generate interests and spread awareness about services.



Incentivize customers: create a promotional offer to gain more business, spread awareness and make customers feel involved with Fargo Financial Services.

THE DESIGN PROCESS

Mood Board:

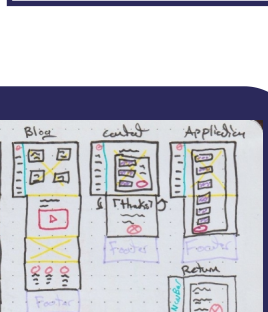


Logos:

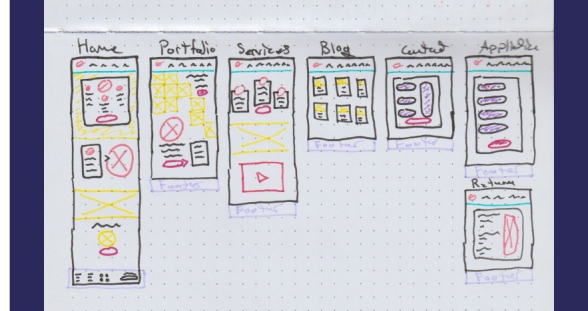
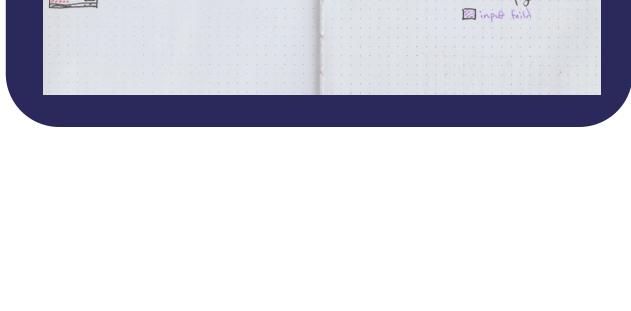
Full Logo:



Icon Logo:



Sketches:



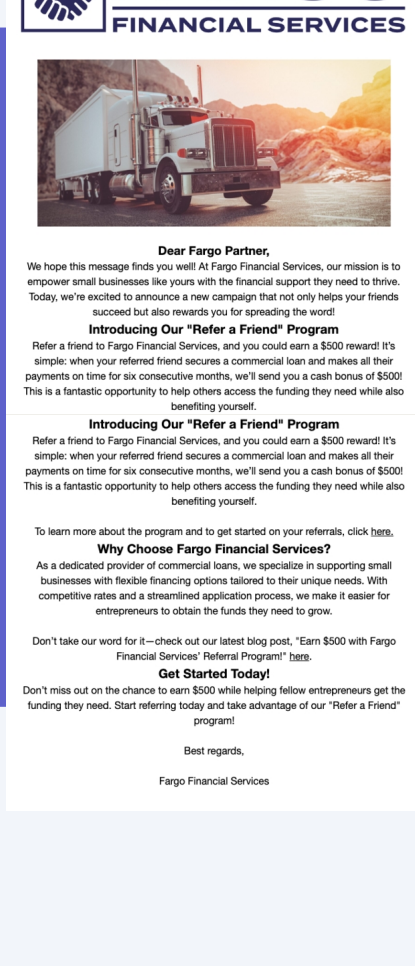
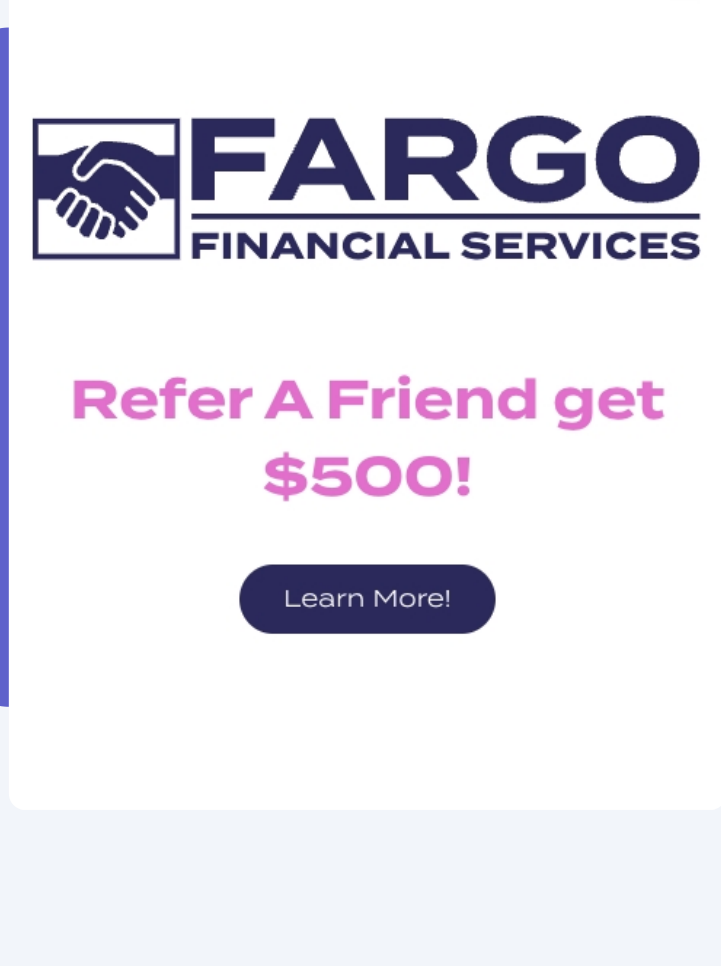
SOCIAL MEDIA MARKETING

Instagram/X



REFERRAL PROMOTION

Website Homepage Popup



RESULT

Increased Brand Awareness:

The targeted ads on X and Instagram significantly boosted Fargo Financial Services' visibility among potential customers. The campaign reached a wider audience, leading to increased recognition of the brand in the commercial loan sector.

Growth in Customer Base:

The referral bonus program effectively motivated existing customers to refer friends and colleagues, resulting in a measurable increase in new client acquisitions. This organic growth strategy not only expanded the customer base but also leveraged the trust factor inherent in personal recommendations.

Higher Conversion Rates:

The combination of targeted advertising and the referral incentive led to higher conversion rates. Prospective clients who were referred by existing customers were more likely to engage with the services, as they came with a built-in level of trust and credibility.

Increased Revenue:

With the influx of new clients and the successful conversion of leads, Fargo Financial Services experienced a boost in revenue. The referral program, while offering a \$500 bonus, ultimately resulted in higher loan origination fees and interest income from new loans.

CONCLUSION

The campaign for Fargo Financial Services, characterized by strategic advertising and a compelling referral program, yielded significant positive outcomes. By increasing brand awareness, engaging customers, and driving growth, the initiative not only met its objectives but also positioned Fargo Financial Services for sustained success in the competitive commercial loan market.

I feel that the campaign could have been improved by having more time for market research. Using more engaging content like videos and testimonials, along with A/B testing different ads, could improve performance. Promoting the referral program more actively and offering varied incentives for referrals might encourage more participation. Additionally, establishing a follow-up strategy for leads and gathering feedback from customers could help refine future efforts.