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# BRANDING FARGO FINANCIAL SERVICES

## WHO IS OUR CLIENT?

Client: Fargo Financial

Fargo Financial Services provides business loans to small businesses. These loans aretailored 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:

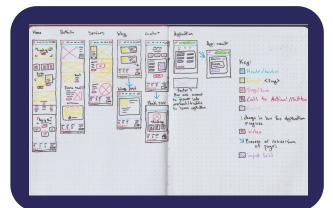
#### Full Logo:

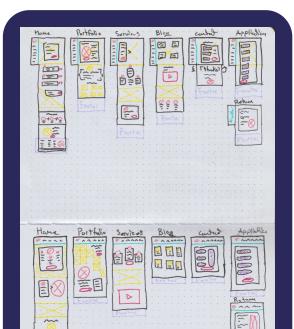


#### Icon Logo:



## Sketches:







Refer a Friend! Ingo Financial Services, we believe in ing our clients grow and succeed, and excited to introduce a fantastic way fo earn a little extra cash while helping i take their business to the next level.

# SOCIAL MEDIA MARKETING

# Instagram/X



# REFFERAL PROMOTION

Website Homepage Popup

×







# Refer A Friend get \$500!

Learn More!

Dear Fargo Partner, We hope this message finds you well At Fargo Financial Services, our mission is to empower small businesses like yours with the financial support they need to thrive. Today, we're excited to announce a new campaign that not only helps your friends succeed but also rewards you for spreading the word! Introducing Our "Refer a Friend" Program

succed but also rewards you for spreading the word! Introducing Our "Refer a Friend" Program Refer a friend to Fargo Financial Services, and you could earn a \$500 reward! It's simple: when your referred friend secures a commercial loan and makes all their payments on time for six consecutive months, we'll send you a cash bonus of \$500! This is a fantastic opportunity to help others access the funding they need while also benefiting yourselt. Refer a friend to Fargo Financial Services, and you could earn a \$500 reward! It's simple: when your referred friend secures a commercial loan and makes all their payments on time for six consecutive months, we'll send you a cash bonus of \$500! This is a fantastic opportunity to help others access the funding they need while also benefiting yourself.

To learn more about the program and to get started on your referrals, click <u>here</u>. Why Choose Fargo Financial Services? As a dedicated provider of commercial loans, we specialize in supporting small businesses with flexible financing options tailored to their unique needs. With competitive rates and a streamlined application process, we make it easier for entrepreneurs to obtain the funds they need to grow.

Don't take our word for it—check out our latest blog post, "Eam \$500 with Fargo Financial Services" Referral Program" <u>here</u>. **Get Started Todayl** Don't miss out on the chance to eam \$500 while helping fellow entrepreneurs get the funding they need. Start referring today and take advantage of our "Refer a Friend" program!

Inding they need. Start referring today and take advantage of our "Refer a Friend program! Best regards,

Fargo Financial Services

### 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.