



INTEGRATED
MARKETING
SOLUTIONS

CASE STUDY
**FUNDAMENTAL
BUSINESS
FINANCE**



FUNDAMENTAL
Business Finance

The future of marketing is all about selling smarter through cross-channel capabilities. When this is achieved, companies can fully understand their customers buying behaviours and preferences and thus improve and keep refining their tailored customer communication strategies.

The problem

69%

of Marketers struggle to combine the various communication channels in an organised and logical manner.

The solution

Our @ team assist businesses integrate their marketing campaigns by using a single cross media platform to deliver relevant, timely and fully synchronised customer experiences across multiple communication channels.



Ⓢ provides a seamless recruitment experience for Fundamental Business Finance.

Introduction

Fundamental Business Finance is a national based finance broking company and a leader in the SME finance industry. With a national network of Finance Specialists, they have become a trusted brand for businesses owners to seek finance, capital and advice.

The Brief

Fundamental Business Finance was looking for an automated solution to manage their new licensee acquisition process. The solution needed to identify levels of interest and engagement while qualifying potential prospects and responding with personalised, timely and relevant messaging and information. The solution had to be seamless, scalable and smart.

Key Objectives

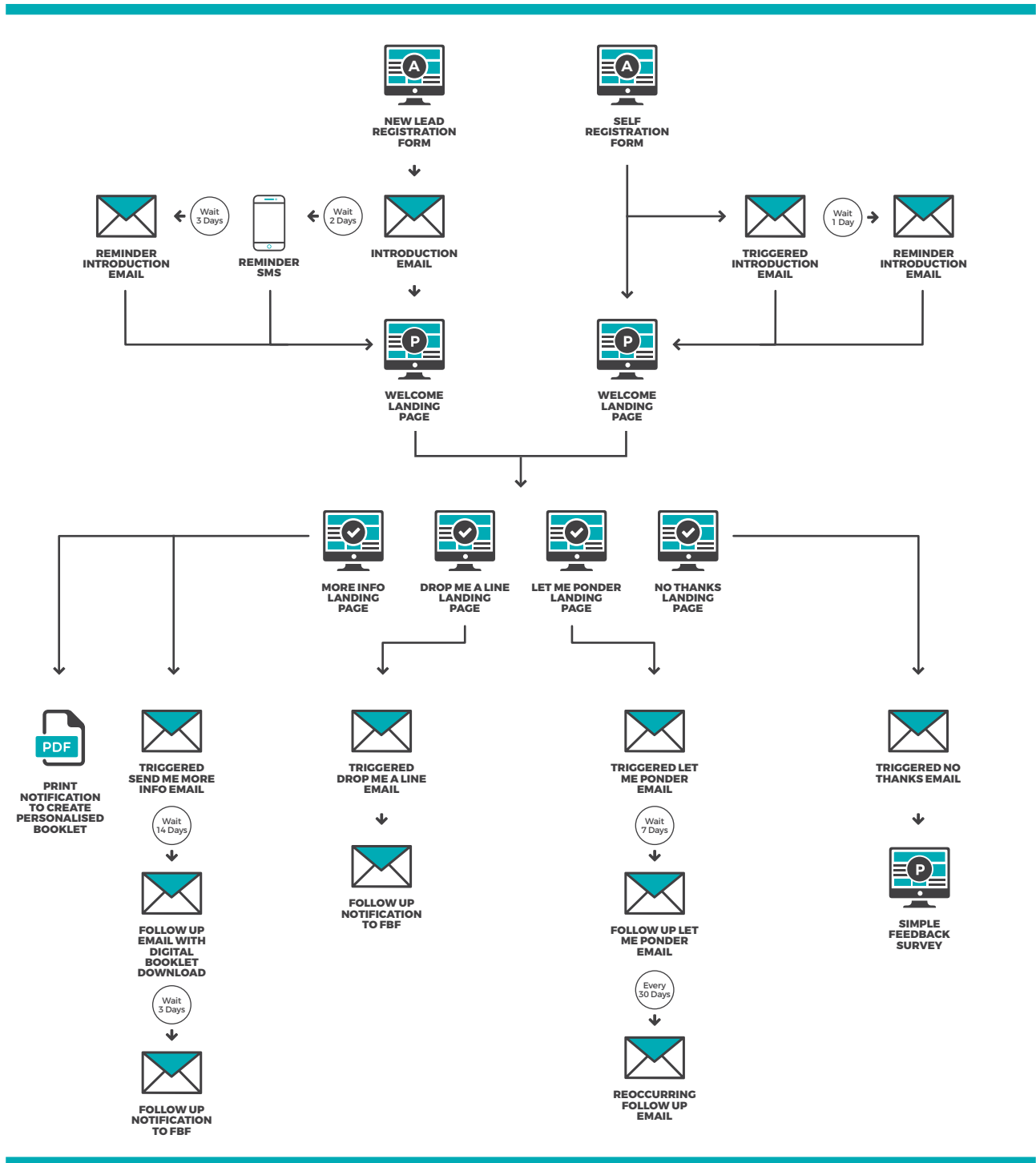
- To automate the new licensee acquisition process in a manner that was timely and detailed.
- To ensure that new licensees received accurate, clear and personalised information throughout the recruitment process.
- Information delivery and speed to follow up had to be instantaneous.
- The recruitment process had to be fully automated in order to save the busy team at FBF time and resources.

Outcomes

- The journey created and developed along with the smarts within the Ⓢ platform, allowed FBF to tailor an automated recruitment journey for new licensees.
- FBF has been able to offer their new licensees a personalised cross-channel recruitment experience involving Web, Email, SMS and Print.
- The acquisition journey with pre-defined trigger points has allowed FBF staff to recruit and qualify new licensees automatically, with autonomy. This “hands off” approach has maximised efficiencies, while mitigating the need for manual time and resources.

The Journey

Starting from either of the new lead registration forms the new prospects complete their details to commence their automated journey. Introduction emails are delivered with scheduling applied to send email and SMS reminders if they do not progress to the next stage of the journey. A personalised landing page contains more detailed information regarding FBF's offerings along with a pre-populated contact form for the prospect to select one of four options indicating where their journey will progress to next. Following the selection they have made there are four individual journeys to progress and nurture the prospect with reminders and notification emails being returned to FBF so they can contact the prospect in a timely manner.



Campaign Collateral

New Lead Registration Form

FUNDAMENTAL
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1300 551 016
fundamentalbusinessfinance.com.au

New Licensee Prospect details form

NAME *
Please enter your first name

SURNAME *
Please enter your surname name

EMAIL *
Please enter an email address

MOBILE *
Please enter a valid mobile number (no spaces)

AGREE *
I AGREE TO RECEIVE
Please enter a 'Yes'

COMPANY NAME

CLICK HERE TO START THEIR AUTOMATED AND PERSONALISED FBF RECRUITMENT JOURNEY

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1300 551 016
info@fbfin.com

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Self Registration Form

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Business Finance

1300 551 016
fundamentalbusinessfinance.com

To explore an exciting future with Fundamental Business Finance just complete the details below.

Once you click on submit you'll be directed to your own Personalised Website that we've created just for you!

NAME *
Please enter your first name

SURNAME *
Please enter your surname name

EMAIL *
Please enter an email address

MOBILE *
Please enter a valid mobile number (no spaces)

AGREE *
I AGREE TO RECEIVE
Please enter a 'Yes'

START MY JOURNEY

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Personalised Emails

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fundamentalbusinessfinance.com

Are you considering a future with Fundamental Business Finance (FBF)?

Dear Tom

I'm Nathaniel from FBF and I would love to tell you about our dynamic and innovative company.

We're passionate about working in the finance industry and especially the SME sector. This essential tier of the Australian economy was crying out for a 'one stop shop' for their financial needs - and so FBF was founded.

We've spent several years putting together an elite team with the focus and expertise to fulfil this mandate: to partner with SMEs to provide advice, capital and finance strategies to grow sustainable businesses.

FBF has quickly become a trusted brand and leader in the SME finance industry, with a national network of Business Finance Specialists.

Through our 'client for life' ethos, we focus on building enduring partnerships to see our clients' businesses flourish.

Our Business Finance Specialists are equipped and trained with a comprehensive range of finance products and solutions via a growing resource base of lenders, suppliers, tools and systems. FBF's unique model allows us to provide a comprehensive service across five pillars:

- Commercial & Business Lending
- Equipment & Asset Finance
- Cashflow Finance
- Residential Home Loans
- Insurance

FBF provides generous commission structures and allows brokers to build their own trail. We also offer mentoring and support from industry experts and unique systems that allow you to improve efficiencies, so you can focus on writing more deals. All this means that, as an FBF licensee, you will have the potential to build wealth and influence to the next level.

Want to know more?

We've created a personalised FBF information website just for you!
CLICK HERE Tom

Regards,
Nathaniel Flack
Founder & Director
Fundamental Business Finance

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1300 551 016
info@fbfin.com

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Contact us
You can reply to this email, or contact us via postal mail at:
Fundamental Business Finance PO BOX 2631 Ascot QLD 4007 Australia

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Personalised Landing Page

Hi Tom,

At Fundamental Business Finance we take your journey towards success personally....

WELCOME TO FBFF TOM

FUNDAMENTAL BUSINESS FINANCE
Supporting the financial needs of small to medium businesses in WA and across Australia.

WHO ARE WE?

OUR VALUE PROPOSITION

THE FBFF MODEL

ABOUT TOM

First Name: Tom
Last Name: Tom
Email: tom@tom.com
Phone: 08 1234 5678
Address: 123 Main St, Perth, WA 6000
City: Perth
State: WA
Postcode: 6000
Country: Australia

Business & Commercial Lending
Equipment & Asset Finance
Cashflow Financing
Residential Home Loans
Insurance

Personalised Printed Information Booklet

HI TOM

Thanks for taking the time to find out more about Fundamental Business Finance.

Fundamental offers you the opportunity to take your earnings, influence & career to the next level.

As a finance specialist in the SME market, you'll experience a diverse and challenging role which is so much more interesting than a regular mortgage broking role.

Become a Business Finance Specialist and let us show you how to add value to your network and build a business that provides your ideal lifestyle.

Nathaniel Flack
Founder & Director of Fundamental Business Finance

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Business & Commercial Lending
Equipment & Asset Finance
Cashflow Financing
Residential Home Loans
Insurance

Experience the Benefits of



IMPROVE RESPONSE RATES

Improve your campaigns by making them more relevant and tailored through customisation and efficiency.




AUTOMATION

Fully automate your entire customer journey in order to deliver engaging cross-channel communication.




NO UPFRONT INVESTMENT

Create and execute campaigns with  without additional overhead costs or capital investment.



SYNCHRONISED DATABASE

Whether it's print, email, online or social,  lets you reach your target audience across multiple channels with a single synchronised database.



REPORTING

Monitor activity and track your success with our convenient reporting dashboard which analyses every campaign and every channel in real time.



