



#UnAwards18 ENTRY // NOMINATION FORM

Please complete this entry form and email it to admin@comms2point0unawards.co.uk by 25 October 2018 (midnight)

You are able to send one piece of supporting information to help with your entry (but please only send one as our judges will not be able to look at any more than this)
Thanks.

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categories entered	Best Comms/Digital Team Best Comms/Digital Professional Best Work by an Agency/Freelancer
name of organisation/team/individual being entered/nominated	Xcite Digital
name of entry	Loans2Go
date project delivered [to / from]	2016-2018
campaign/project budget	tbc
brief description of objectives	Our client Loans2Go is a short term lender. The immediate challenge of this is that although their business model is very different from the Payday Loan sector, the two are often

	<p>confused. This undeserved association potentially put Loans2Go at a commercial disadvantage.</p> <p>Despite this, Loans2Go were determined to grow their market share of the short term lending sector, in both personal loans and logbook loans.</p> <p>We therefore worked with Loans2Go to build their brand, based on authority and trust.</p> <p>Loans2Go had three parallel goals:</p> <ul style="list-style-type: none"> ● to generate digital loan applications online ● to convert more financial loans ● to reduce Cost Per Acquisition.
<p>brief outline of strategy/plan</p>	<p>We started the campaign by an extensive data analysis to gain insight and build a profile of the typical Loans2Go customer.</p> <p>We also analysed their main competitors to understand how we could emulate and take market share, and make Loans2Go stand out to these customers.</p> <p>We then worked hard to develop a customer centric multichannel strategy for Loans2Go based on brand consistency and building of trust. The strategy defined exactly what they wanted from each channel, who they wanted to target, how to personalise the message and what success would look like.</p> <p>Above all, we worked with Loans2Go to focus on providing exceptional customer experience and to make customers feel valued and positive: two elements sadly often lacking in the short term loan sector.</p>
<p>what did you deliver and how did you measure it?</p>	<p>The above strategy delivered the following key elements:</p> <p>UX: User Experience We ensured that a strong and consistent brand and positive UX was presented throughout all Loans2Go websites.</p> <p>Search Strategy We determined the best search strategy and broke it down into; Onsite SEO, Offsite SEO, Location SEO and Mobile SEO.</p>

PPC: Paid Search

We were able to create, run and maintain an effective PPC campaign despite constraints around PPC advertising in the loans sector. This enabled Loans2Go adverts to appear at the right place, the right time, and with the most compelling message.

Content

We began regularly posting relevant and helpful content on Loans2Go websites to attract attention, engage readers, and link to related products.

Email

We designed email templates to enable easy management of email campaigns, and a full suite of reporting.

Analytics

We used Google Analytics to pull in relevant data from each channel. This enabled us to understand what was working and why; do more of those things and remove the things that didn't work.

The three main measures we used to track effectiveness were:

Google Analytics

This enabled us to track results in real time, respond quickly by tweaking the campaign, and to achieve more accurate attribution.

API/URL tracking

We built a bespoke API for loan enquiries and URL tracking for online loan applications. This enabled us to track and correlate traffic converting on each loan product.

Call tracking

We set up call tracking mechanisms to enable us to track the complete customer journey in both real time and afterwards. This included basket abandonment emails as well as completed applications.

<p>what were the outcomes/benefits?</p>	<p>Our marketing activity not only met - but exceeded - the client's original objectives, as follows:</p> <ul style="list-style-type: none"> ● Click through rate increased by 58% ● Conversions increased by 167% ● Cost Per Acquisition reduced by 77% ● Overall spending reduced by 37%. <p>Moreover, Loans2Go have doubled their head count in size and are now the market leader in the Logbook Loan sector.</p> <p>As well as the figures above, the consistent message of trust has contributed to positive branding of Loans2Go.</p> <p>You can read more about our work with Loans2Go on our website http://xcitedigital.com/case-studies/loans2go/</p>
<p>tell us why you should win [in no more than 100 words]</p>	<p>We are lovely people who would be proud to be associated with you. We give all our clients blood sweat and tears and care about them, their business, and the campaign. Our team operates on a basis of transparency and strong communication.</p> <p>But don't just take our word for it. Martin Rix, Director @ Loans2Go says:</p> <p><i>'We have worked with Xcite now for a couple of years; who have become a strategic partner to our business. They have built a level of trust & commitment no other partner has managed to achieve. Xcite are integral to our success as a business.'</i></p>