

INTEGRATED MARKETING CASE STUDY



AMMA MARKETING
Online Marketing - Websites
*Big Agency Background
& Small Agency Focus*

HORIZON BUSINESS FUNDING

<https://www.linkedin.com/company/horizon-business-funding>



Executive Summary

AMMA Marketing and Pearl Capital's Horizon Business Funding collaborate and create the working environment Horizon positively needed.

The Horizon Business funding team wanted to market their business on the web. They were frustrated trying to find a reliable business partner that could drive results for them. Time and again when outsourcing digital marketing they encountered poor response times and quality of service from their marketing partners.



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1641 Third Avenue - New York, Ny 10128
800-466-0684 - 212-931-0168 - info@ammamarketing.com

About the Client

The initial draw for Pearl Capital HBF prospects is the speed and simplicity of the funding process. Most merchants that formerly thought they would not be able to get a small business loan even after going through a lengthy application process were successful with Horizon and achieved the capital funding that they were looking for quickly and without hassles. From there, once they paid back their first advance to around 70%, they can apply for another round of funding with better terms or more money. These business owners can establish a line of credit that they can access and build on even if their credit is short, effectively allowing them to grow their business with the benefit of access to a reliable banking source of external capital. After emotional setbacks elsewhere, merchants are first given a second chance at securing funding when they come to count on the speed and reliability of the HBF service over time.

The Challenges

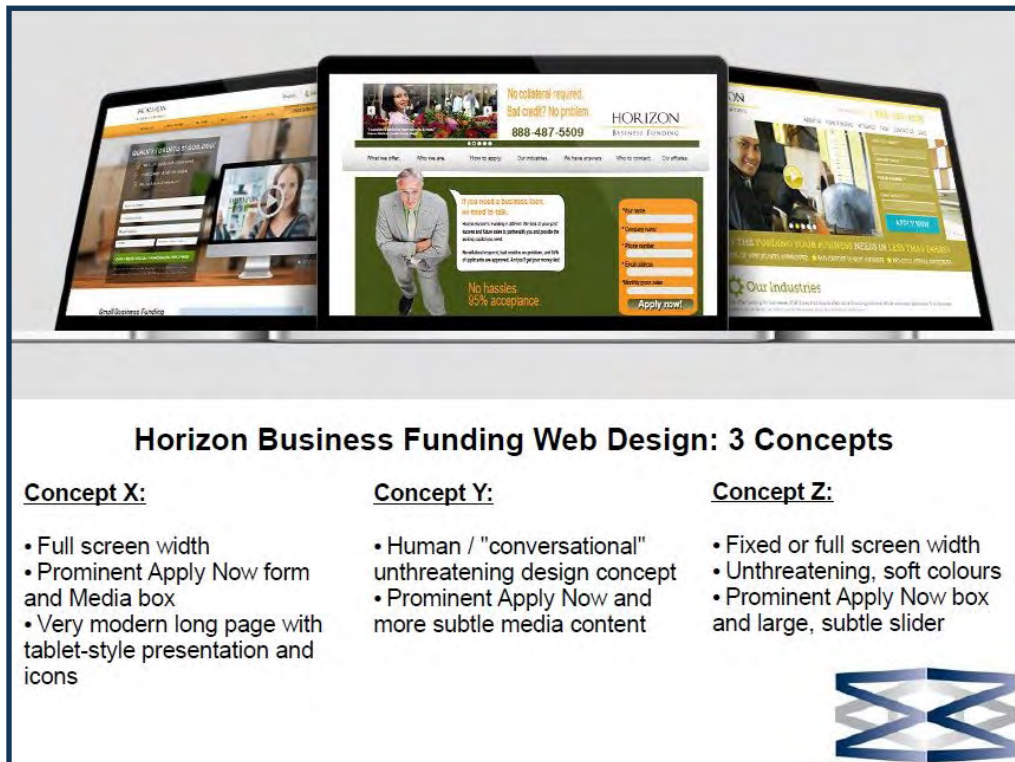
In conversations that captured the HBF strategy, we uncovered many pain points. Fully staffed with a team of seasoned inbound and outbound telemarketers they could not generate enough “qualified” inbound leads.

The Solution

Once we had a set of defined goals, we were able to provide their sales team with several lead generating strategies. Our lead capturing strategy included an SEO campaign to drive targeted qualified prospects to their website, building a secure infrastructure for the main website, and website redesign.

In addition, we created several micro websites employing best SEO practices that focused on driving leads to the sales team. Each micro website touched on different selling points and focused on different needs for the customer.





Horizon Business Funding Web Design: 3 Concepts

Concept X:

- Full screen width
- Prominent Apply Now form and Media box
- Very modern long page with tablet-style presentation and icons

Concept Y:

- Human / "conversational" unthreatening design concept
- Prominent Apply Now and more subtle media content

Concept Z:

- Fixed or full screen width
- Unthreatening, soft colours
- Prominent Apply Now box and large, subtle slider



AMMA Produced Marketing Videos

The Pearl Capital Team Helps ISO's get funding

<https://www.youtube.com/watch?v=tNse5BpFpMY>

The Pearl Capital Experience

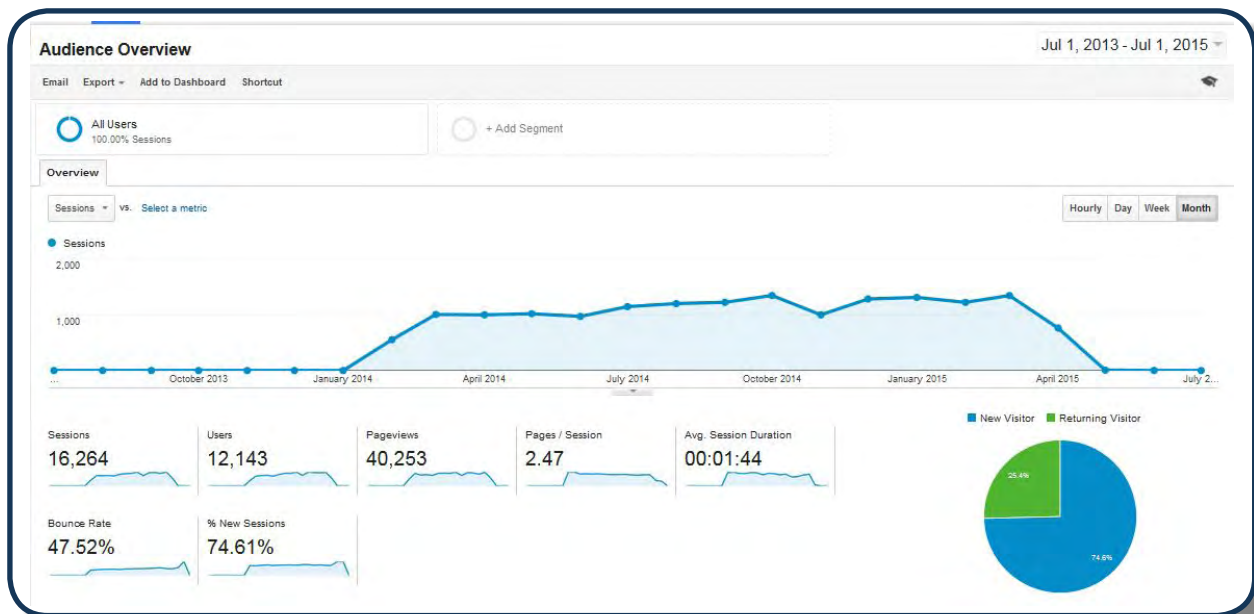
<https://www.youtube.com/watch?v=ZpfbYuyp2Kg>

The Results

AMMA Marketing recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines advertising, public relations, personal selling, and sales promotion and combines them to provide clarity, consistency, and maximum communication impact.

While optimizing the main website we successfully drove upwards of 12,000 qualified leads per month to their website. Moreover, we indexed 165 alternative business funding key terms on the 1st page of Google with 56 being in the top 3 organic search results.





We are pleased to share a testimonial from Andrew Greissman- media liaison and marketing coordinator – Horizon Business Funding

“I have had the pleasure of working with ray and his team on a wide variety of projects, ranging from SEO campaigns, web design and the shooting of promo videos. I appreciate the level of professionalism that each member of AMMA has been able to bring to the table, and the quality results that they are able to deliver even when on a tightly negotiated budget. AMMA is willing to take the time to explain what goes in to each step of a project, and make recommendations that ensure the goals we have established are met each time around. Each design we have purchased looks great and functions well. If I encounter an issue, I can be sure that if it is reported it will get fixed in a timely manner. All in all, I would recommend AMMA to any business that wants quality results as well as a high level of dedicated support”.

DO YOU WANT A TRULY
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 MARKETING STRATEGY?



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