



BADASS GROWTH STRATEGIES EVERY FINTECH FOUNDER MUST KNOW

We all dream of turning our awesome idea into a unicorn. But, getting from point A to B certainly isn't easy and you'll need a roadmap.

Growth strategies guide you and help you develop your company, expand into new markets and claim world domination like Dr. Evil himself.

WHY YOU NEED A GROWTH STRATEGY?

Growth is always a major challenge for any company, whether you're a startup or established brand. How do you scale your services, retain current customers and stop them from walking out the door?

You need to increase your customer base, find new ways to bring in leads and create brand loyalty, so customers actively promote your business. When you're the cool kid on the block, customers will come directly to you. But, holding onto this status certainly isn't easy.

Focusing on your growth helps you forecast and overcome impending market challenges, move beyond the startup phase and become a force to be reckoned with.

A BIT ABOUT US.

At Growth Gorilla, we're the king of the jungle when it comes to growth strategies. We specialise in helping fintech start-ups and scale-ups go apesh!t and smash through their marketing growth goals. Shameer's vision and proactive approach are so innovative, the former MD of Google UK & Ireland described him as a 'high performing business builder.'

Originally launching his career in financial services, as an equity broker, Shameer worked for big brands like Barclays Wealth before striking out on his own and setting up his own investment management firm.

Following his successful exit, Shameer joined a first-generation fintech firm and quickly claimed his place amongst financial marketing alphas by delivering triple-digit growth.

While working with marketing agencies as a client, Shameer couldn't help but notice their flaws. Most marketing agencies simply didn't understand how things worked inside fintech organisations.

Equipped with a background in financial services and technology Shameer, once again, struck out on his own -- advising courageous fintech firms on how to accelerate their growth.

Discover the King of the Jungle, Growth Gorilla

Launched in 2017, Growth Gorilla has quickly become the king of the jungle amongst growth marketing agencies, dedicated to serving fintechs. They help funded startups and scaleups climb the ranks to take their place at the top by using a strategic, multi-channel, approach.

From the word go, the team at Growth Gorilla proactively identifies clients' goals, their customer value proposition and what success looks like. They then create a chest-pounding custom strategy, implement marketing stacks, and solve complex issues to overthrow rivals and dominate market territory.

Do You Know What Strategies You Need to Implement for High-Profile Growth?

Our e-book explores five distinct growth strategies that every fintech start-up and scale-up founder should know. Once you've chosen one or several growth strategies, it'll be easy to set milestones and evaluate what's working.

With the right strategy in place, you'll be able to maximise your impact to secure your next round of funding, enter a new market or acquire new customers.



FIND & CONNECT WITH YOUR TARGET AUDIENCE.

Growth marketing strategies rely on an intimate understanding of your ideal customer. Like most business owners just getting started, it's tempting to aim broadly and claim that anyone could use your product.

But, this attitude stops you from achieving the best results.

If you're speaking to everyone, then you're effectively speaking to no one. Refining your message to reach your ideal customer makes them sit up and think "these people

are mind-readers." This brand not only understands my most personal needs and desires, but their product is perfectly designed to solve my biggest, most urgent problems.

Whether you're an already established business or a startup, growing a loyal customer base should always be a priority. In a perfect world, each of your campaigns would be tailored to meet their specific needs, solve their most pressing pain points and, of course, share important, shared values -- certainly not an easy feat.

START BY CREATING BUYER PERSONAS.

A natural starting point is to develop buyer personas. Buyer personas are a fictional mock-up of your perfect customer. It covers things like:

- **Location**
- **Age**
- **Gender**
- **Income**
- **Career**
- **Needs**
- **Values**
- **Hobbies (how do they spend their free time? What do they do after work?)**
- **Biggest challenges**
- **Beliefs -- why do they believe they have these challenges**
- **And, much more**

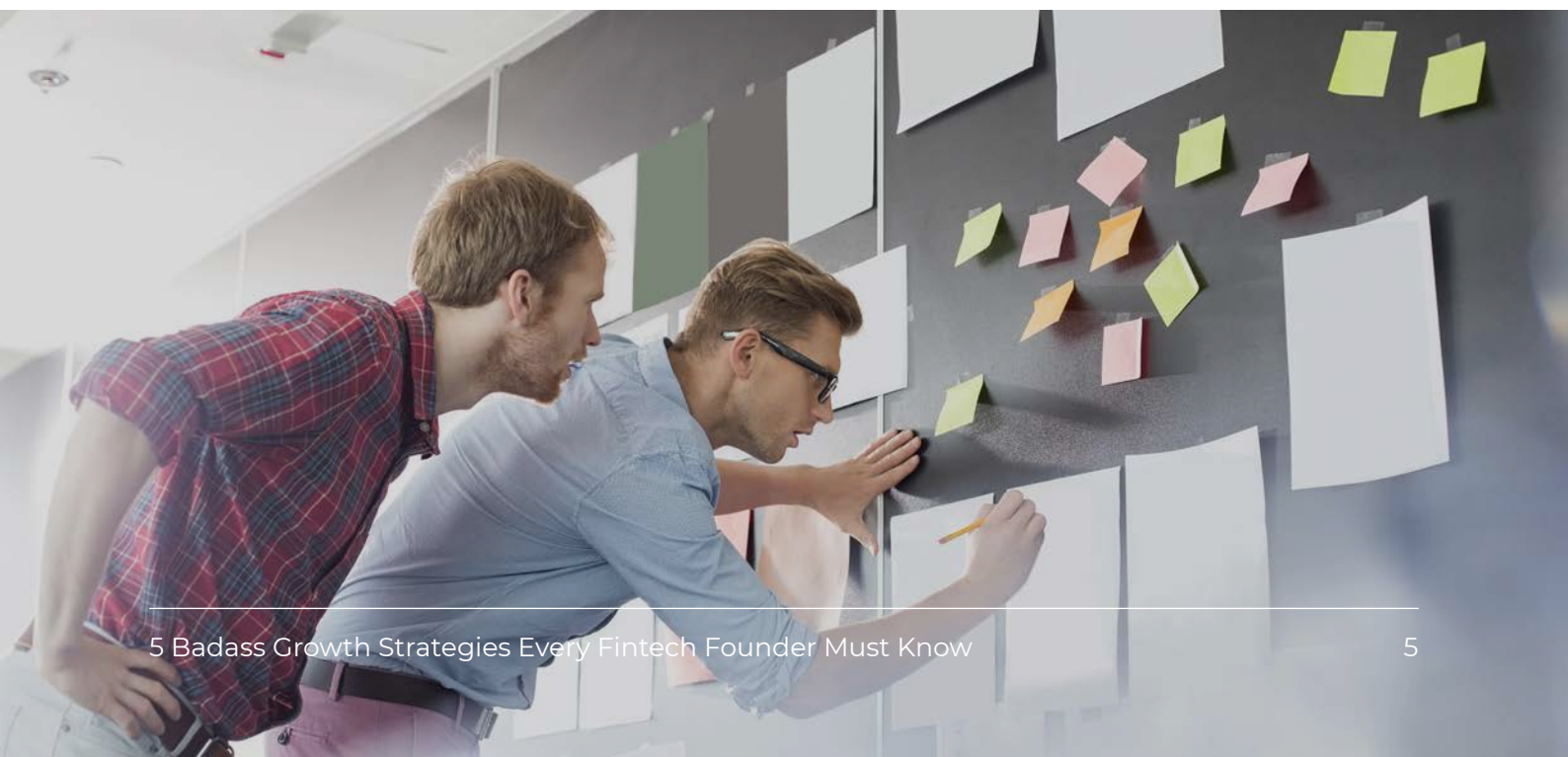
Knowing your audience allows you to grow your customer base as well as cater your services to maintain a loyal following. If you don't understand the customers' needs and values, how will you position your brand as a fundamental part of their lives?

TOP TIP: GET SUPER SPECIFIC

Getting super specific by focusing on a single target audience or even location makes it easier to reach the right audience. We recommend focusing on one product/service. One proposition for one audience will allow you to achieve the quickest growth.

After all, being famous for one thing is much easier than being a 'jack of trades.' If you're known for one product or service, additional opportunities will follow and you can expand your offerings as you grow.

Hitting this sweet spot certainly isn't an easy task and requires cultivating a deep, intimate understanding of your ideal customers.



DESIGN A STRATEGY FOR YOUR CUSTOMER AUDIENCE AT DIFFERENT STAGES.

Most customers need an average of **five to seven touchpoints** with your brand before they actually purchase.

So, you'll likely have the same customer avatar at different stages of the sales funnel and connecting with these customers will require different techniques. Here are some campaign ideas for attracting new customers, engaging at the point of sale and encouraging repeat purchases.

Boost Brand Awareness with PR

When you're trying to increase brand awareness within a new market or amongst a new customer group, you'll need creative ways to promote your brand. Standard advertising techniques will fall on deaf ears and you certainly won't stand out from the competition.

WePay needed a way to set them apart from their biggest competitor, PayPal. By investigating their customer base and common complaints of PayPal customers, they discovered a serious flaw in their competitor's service. PayPal would freeze customers accounts, preventing them from accessing their money.

WePay created a 300kg ice block of frozen money with a link to unfreezeyourmoney.com. The PR stunt went viral, sky-rocketing WePay brand awareness with 3x landing page conversions, 225% increase in customer sign-ups and improved weekly site traffic of 300%.

But, these results didn't simply happen overnight. WePay's publicity stunt was supported by a serious overarching campaign. Here's how they achieved kick-ass results after releasing a giant block of ice:

1. **Dedicated Landing Pages.** WePay set up a dedicated landing page with two call-to-actions: one for users and one of the developers. Supporting the campaign with a landing page allowed them to capture leads and increase conversions. In fact, the landing page had a 10% higher conversion rate than WePay's main page.
2. **All Hands On Deck.** When you launch a new product or publicity stunt, you need an awesome team in place to support your campaign. Make sure you're prepared for a spike in engagement and can make the most of the opportunity by interacting and supporting potential customers.
3. **Supporting Content.** Campaigns rarely hinge on one piece of content. Play with your campaign and seize the opportunity by taking lots of pictures, posting on social or creating blog posts.

Certainly, an interesting way to make a statement and boost brand awareness.

Encourage Customer Loyalty with Thought-Leadership

Customers, closer to converting, sometimes need a bit of nurturing to get them to click the 'Buy Now' button. There's no better way to nurture customer relationships than providing them with value before they even make a purchase.

Long-form content allows you to establish your brand as an industry-professional and position yourself as the best option for the customers' problem.

SoFi created a resource hub that offers useful how-to guides and custom calculators to encourage a dialogue with customers and educate them about the value of their product.

Customers can learn about student loan refinancing, first time home buying and beginners investments to help potential customers get ahead before even signing up.

Once you've published your blog or thought-leadership, you need to bolster your campaign by sharing the shit out of it. Share your article on social media (more than once), create a video based on the content, talk about it on a podcast or reach out to other companies to secure coveted backlinks.

Don't forget to throw some money behind your content by investing in paid promotions like sponsored Facebook or LinkedIn posts.

Leveraging these techniques will increase your audience and help as many people as possible to engage with your brand.

When you provide customers with valuable content, it's easier to drive conversions. You can also use these customers' profiles for remarketing or look-alike campaigns — improving your ability to reach the right audience and spread the word.



Re-capturing Your Audience with Remarketing

Have customers visited your website in the past, but wandered away and forgotten all about you?

Don't worry — they're not gone for good.

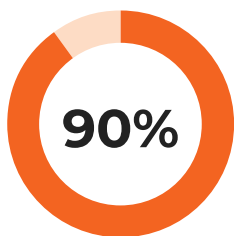
Remarketing helps you communicate with customers who've interacted with your brand and visited your website. You can serve them ads based on their previous actions on your website like pages visited, products/services viewed and time spent on site.

In fact, remarketing is so popular that 92% of marketing professionals recommend retargeting over email or other display advertising and it can help you achieve some serious results like:

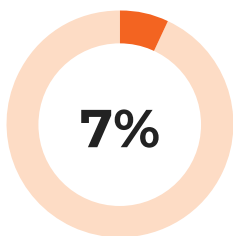
Arguably the most common form of remarketing is the Google Display Network, which includes tons of websites and apps. If you use Google Ads, then you may already have remarketing ads that appear throughout the Google Display Network. But, there's more to remarketing than just Google Display.

You can also create remarketing ads through social channels such as Facebook and Twitter. As there are millions of users on these social channels, they provide a great platform for reaching prospects. Compared with display ads that scream 'pushy sales,' programmatic native ads blend in with the content an Internet user is already consuming.

Remarketing is a great way to boost brand awareness and remind customers about your propositions and bring them back for another look. So, you can naturally drive conversions and repeat purchases.



Reaching 90% of Internet users with Google Display Network (more on this below) and gaining over a trillion impressions.



Achieve an average click-through rate of 7% with retargeted Google Ads.



INCREASE CONVERSION RATES.

When you're trying to grow your business, it's important to have a healthy revenue stream and bring more customers through the door. Optimising your sign-up process to achieve the highest conversion rates is crucial.

Remember that even a slight increase in conversions can have a significant impact on your bottom line. For instance, an increase from a 5% conversion rate to a 7% conversion rate could be a 40% increase in the number of leads.

5%  **7%**
40% more leads

Start by looking at customer on-site behaviours as well as campaign results. Do your marketing efforts have the desired effect such as high click-through-rates? Do customers regularly leave your website without making a purchase?

Increasing conversion rates requires a methodical approach. You'll also need to review every stage of the funnel and implement a series of tests to encourage better and better results. It'll take a bit of reassessing and readjusting to achieve a strategy that generates leads, supports customers and drives purchases.

1 ●●●●●●●●
Analyse Costs
at Every Step of
the Funnel

2 ●●●●●●●●
Define Your
Target Audience

3 ●●●●●●●●
Social Proof

4
Install a
Feedback Loop

5 ●●●●●●●●
Start
Experimenting

6 ●●●●●●●●
Develop an
Integrated Campaign

7 ●●●●●●●●
Leverage
Remarketing

8
List Out Your
To-do List

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Action One: Analyse Costs at Every Step of the Funnel

To optimise conversions, you need to understand how much those conversions cost -- so take a look at your entire sales funnel to determine what those costs look like. How much are you spending on each:

- **Impression**
- **Click Lead**
- **New User**
- **Active User**

Determining the cost will likely include considering any overheads like media spend, internal team, software costs, etc. You also need to think about costs within a wider context. How much time are you spending on these campaigns? How does this compare to life-time value, when customers finally convert?



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Action Two: Convey to Your Target Audience WHY They Need Your Product

Before you start to create campaigns to generate more revenue, take a moment to reflect on your target audience. Who are you trying to reach? What are their most pressing needs?

Rather than positioning your product as a 'nice to have', find a way to make it an 'essential, must-have' item. The easiest way to create this sense of urgency is by understanding your customers' biggest problem and then creating a campaign that presents your product or service as the best, and only, solution.

Deliver laser-focused messages that are impossible to ignore. Think

- **What are their needs?**
- **What is their reason to believe in your proposition?**
- **What is the concrete outcome your product delivers?**

Action Three: Social Proof

Did you know that including testimonials on a landing page can increase conversions by 34%?

Establishing yourself as a trusted brand or professional goes a long way towards building customer loyalty and winning over new customers. Social proof helps you ease away any worries and ultimately position yourself as a market leader.

You can build social proof by featuring customer reviews or testimonials, creating case studies to highlight results and encouraging social engagement. Or, if you're just getting started, you can create use cases to show how customers can benefit from your product.

Action Four: Install a Feedback Loop

Sourcing internal feedback via a feedback loop is essential to optimize your campaigns and making sure you're firing on all pistons. Your customer service or business development team on the front line has the best insights into what customers actually want if you're bringing in the right leads and qualifying them correctly and much more.

You can also use sales software to gather a more quantitative view. Combining qualitative and quantitative insights will help you determine the effectiveness of your current onboarding strategy and achieve your ultimate goal of driving conversions.

Even without a sales team, you can still gather these insights by creating an external feedback loop or customer satisfaction survey. After sign-up or 30 days from first touch, send your customers a quick survey to get their opinion on your product and how you could improve it.

Action Five: Start Experimenting

A/B Testing allows you to harness the power of data to increase campaign success rates. With A/B testing, you create two or more versions of a web page, email or other marketing asset with varying elements like different subject lines or call-to-action. You then release both versions and examine the results.

Looking at the data, like the number of clicks or open rates, from your A/B testing will show you which headline or subject line your audience prefers. You can then adapt accordingly until you have a campaign that drives conversions and achieves amazing results.

Action Six: Develop an Integrated Campaign

You ideally want to create one overarching campaign that targets the prospect throughout the customer journey. When creating an integrated campaign, it's important to use one tone-of-voice and style. For example, make sure the content and style of the ads match your landing pages and landing pages match email campaigns.

Take a holistic view of your campaign and look for any areas where customers can fall out of the funnel. For example, what happens after they sign up for a demo? Do you have a drip email campaign in place to encourage sign-up?

Research from Gartner shows that campaigns covering more than four digital platforms achieve better results than single or dual campaigns by **300%**!

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Action Seven: Leverage Remarketing with Intent Mapping

Your opportunity for encouraging a sign-up doesn't stop after a prospect leaves your website. Remarketing allows you to reconnect with potential customers who've viewed your website, but left before they started or completed a sign-up.

When creating a remarketing campaign, it's important to consider where prospects are in the funnel and what type of content would help nurture them through the sales funnel.

For example, someone who searches for 'cheap invoice financing' is closer to converting than someone who searches for 'what is invoice financing?'. Take this a step further, someone who searches 'instant invoice financing' will probably purchase today, if not in the next hour, and they're in a hurry to do so.

Targeting prospects using remarketing and targeted messaging can bring them back to your site and help them get over the final barriers to signing-up to your awesome platform!

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Action Eight: List Out Your To-do List

Next, list out all the activities to be done and rate each from 1-3 for impact, 1-3 for ease and 1-3 for confidence with 3 being the highest impact, easiest and how confident you are.

Then, add the numbers together to identify the highest impact area with the easiest fix and highest confidence.

Finally, pick the top three activities and create a hands-on strategy to implement them into your business.

You can drop the three lowest-ranking activities and focus your attention on the ones that will achieve the greatest impact, in the shortest time and with the highest confidence.





THE GOOSE TO YOUR MAVERICK: KEEPING CUSTOMERS LOYAL.

Once you've established a customer base, you want to keep customers happy. After all, it's much easier and more cost-effective to retain current customers than find new ones.

You don't want to waste time and money attracting customers, only to lose them to your competitor.

STRATEGIES FOR RETAINING CUSTOMERS.

Provide exceptional customer experience.

Creating a mind-blowing customer experience goes beyond simply supporting customers with outstanding service, but also takes into account their online experiences as well as product and employee interactions.

When a customer has a problem, they need to know that your business will handle it. You want to adopt an omnichannel approach to customer support by providing useful information online, chatbots for immediate assistance and offline support.

Providing awesome customer experience has a clear impact on your bottom line with research from Oracle showing that **86% of customers** would pay more for a better brand experience. However, only 1% of customers feel supported by their current vendors.

Proactively communicate with customers

Customers want to build a personal connection with your brand, so simple marketing automation left unattended and unsupported simply won't cut it. Even if customers aren't actively engaging, you can still reach out, create relationships and ensure they have a good experience.

If you haven't heard from a customer, reach out to re-establish contact and make sure everything is a-okay. Establishing better lines of communication also provides opportunities for upselling or cross-selling -- impacting your bottom line.

By using marketing automation tools, you can automate a reactivation campaign to reach out to customers or prospects and encourage them to engage with your brand. After you haven't heard from a customer or prospect for a period of time, a reactivation campaign gives you an excuse to get in touch and offer support.

A communication calendar is another great way to track customer conversations and remind team members if they need to reach out. You can monitor how often customers and prospects get in touch, whether an existing or potential customer stopped interacting and much more. You can then launch promotional offers or support features, like newsletters packed full of useful advice, to encourage re-engagement.

Prioritise Customer Feedback

Collecting customer feedback should be a valuable part of your marketing strategy. How else will you know if your strategy is working?

Make sure to get to know your customers and ask questions about how you can better support them. You can gather feedback through a simple survey like Net Promoter Score or really dive beneath customers' skin with structured market research and focus groups.

Many fintech brands use customer testing to test new ideas and determine whether these new concepts serve customers needs.

Once you've conducted your research, take a look at the results and try to uncover any recurring trends. These trends or patterns typically indicate areas where you can improve customer experiences and make your product even better.

After you've boiled your research into clear insights, share it with team members so they can implement it across the organisation.

Citi recently partnered with Canvas to gather customer insights and uncover opportunities for co-creation. As part of their campaign, they hosted hundreds of in-depth interviews, adding a whole new layer to their feedback loop. These insights were then used to create innovative mechanisms for encouraging customer collaboration and co-creation — a win, win all around.

EVEN MORE REASON TO FOCUS ON RETAINING CUSTOMERS.

Support Customers During the Onboarding Process

Fantastic. You have a new customer who wants to use your product.

Now, you need to educate them on how to use your product correctly and answer any questions they have. It's your job to make sure they get the most out of your product and continue to purchase from you.

Rather than leaving customers to figure out how to use your product on their own, it's important to provide the right level of support, personalised to their needs.

You can customise your onboarding strategy to fit your brand and customers. For example, Drift sends a series of emails with videos over two weeks to educate customers on their products. Or, you can host webinars or allow for free trial periods supported by customer success managers.

A good onboarding strategy encourages customer retention by preventing churn. It provides a seamless transition and helps customers integrate your product into their business or lives.

Upselling & Cross-Selling

Once you've captured customers' attention, nurtured them along the sales funnel and turned them into loyal customers, you can cross-sell and/or up-sell additional products.

For example, you can encourage them to take out a business loan after they've signed up for a business banking product or introduce them to another related service you offer.

By understanding your customers, you can introduce them to new relevant products they might not have chosen alone. By upselling and cross-selling, you can encourage customer behaviours to increase their lifetime value and stickiness to your brand and make a more significant impact on your company's bottom line by reducing attrition.



CREATE A REFERRAL & PARTNERSHIP PROGRAMMES.

Similar to a customer loyalty programme, referral marketing relies on a loyal customer base and allows you to reward loyal customers for recommending your company.

Research paints a clear picture of referral marketing with:

- **Customers value recommendations from their friends 2x more than strangers or online reviews.**
- **92% of consumers trust recommendations from people they know.**

Referral marketing encourages customers to spread the word about your product or service by offering rewards or incentives to customers when they recommend you to friends or family members. A solid referral program starts with loyal customers like the ones you've built by improving your customer retention strategies.

AFFILIATE AND PARTNERSHIP SCHEMES.

In addition to traditional referral programmes, you can also use partnership schemes to achieve similar aims. Partnership or whitelabel schemes help you leverage the loyal following of other like-minded complementary services by providing incentives for partners to promote your product.

When choosing a partner, it's important to pick a company with a similar target audience. FinTech is ripe with examples of partnerships including IDnow and Commerzbank, CurrencyCloud and FidorBank, and CurrencyCloud and Monese. Often these partnerships allow brands to achieve results faster than they would otherwise, while also creating additional revenue streams and allowing for joint marketing and co-branded opportunities.

CurrencyCloud and Monese's partnership made it possible for users to send money around the world and considerably reduced Monese's regulatory barriers.

Affiliate schemes are slightly different as they offer a commission to an external website or influencer for traffic and sales. For example, Money.co.uk receives a small percentage for sales that originate from their website for products like mortgages, FX, loans or investments. **It's an incredibly popular type of marketing and generates 15-30% of sales.**

TOP TIPS FOR CREATING REFERRAL PROGRAMMES.

Know what you want to accomplish.

Are you looking for one-time customers or customers who are interested in ongoing services? You might not want to provide rewards for simply a new lead, for example. Instead, offer rewards when that new lead makes a purchase.

Create a value exchange.

You need to offer customers and partners a fantastic reason to share information about your business. Customers want to know what's in it for them, so make sure you communicate the value for the referrer and referee. Dropbox encourages users to invite their friends and earn more storage space. This scheme grew their user base by 40x taking their business from **100,000 to 4,000,000 users in less than a year and a half.**

Share information about the program.

Make sure that information is easy to find and clearly visible. Companies like Dropbox display their referral scheme on their website, but you can also include this in your automated drip email campaigns as part of the onboarding process. After all, customers can't join your referral program if they don't know about it.



MARKETING AUTOMATION.

While marketing automation isn't exactly a strategy, it can help you enhance your growth marketing strategies and make it much easier to implement new campaigns.

Marketing automation can include everything from AI-powered chatbots and drip email campaigns powered by Intercom and online booking systems from Calendly. Implementing marketing automation allows you to cut costs and save time, so you can maximize your resources and streamline processes.

With more time and money, you can focus on running multiple growth strategies simultaneously. Even better, you don't need a 50 person team to achieve the same results.

As marketing automation becomes more sophisticated, small businesses, startups and scaleups are starting to jump on the bandwagon. Companies are increasingly adopting tech like HubSpot or design custom stacks featuring a range of tools like MailChimp for emails and Unbounce for landing pages.

3 WAYS FINTECH COMPANIES USE MARKETING AUTOMATION.

Chatbots

Companies like Intercom and Drift allow you to create totally customisable messaging services and live chat models. Automating customer communication enables you to intervene in the sales process. So, you can ask customers specific questions or offer them support and advice, when they visit a specific page - for example if they have spent more than 60 seconds on your pricing page.

With custom, personal support, you don't need to employ a large customer service team. But can create a data bank of common questions and responses to automate the process, qualify leads and identify new ways to support customers.

As a result, chatbots provide a whole suite of benefits including allowing you to reduce company overheads, improve customer experiences, increase conversion rates and achieve better results for less money.

Auto Meeting Booking System

It's always easier to close a deal if you can speak with a customer. Yet, you don't have time to send endless emails to try to arrange a suitable time.

Automated meeting functionalities can be embedded on your site, chatbot or as a pop-up or email after a customer downloads a white paper. Tools like automated calendar apps then allow customers to book a call back with a sales representative or business development specialist at a time that suits them.

Streamlining and automating your meeting functionalities is an absolute must for B2B fintech companies.

Email Drip & Nurture Campaigns

As you engage and interact with current and potential customers, you'll secure their email addresses, which you can then use for ongoing support and marketing. Email drip campaigns allow you to nurture customers throughout the entire sales journey to ultimately convert.

Whether you use Drift or a simpler email platform like MailChimp, pre-programmed emails take the leg work out of customer communication. You can draft a series of emails to encourage prospects to upgrade, teach them more about the product or promote your referral programme.

A great place to start when creating automated email campaigns is by understanding the roadblocks commonly asked by prospects. Do they know how your products work? Do you need customers to provide credit card details to access the free trial?

Then create a series of emails that answer these questions so you can reduce barriers and encourage purchases.

You can also create drip campaigns to help with onboarding strategies to ensure users are logged-in, signed-up and utilising your product. If they're not, you can create campaigns to help them get the most out of your product or connect with a sales representative.

GET STARTED WITH GROWTH MARKETING.

Are you a Fintech or Financial Services Company founder or marketer looking for scalable, high growth campaigns?

Here at Growth Gorilla, we're experts at understanding your company's needs and creating campaigns to support your wildest ambitions. We've consistently shown our ability to achieve more revenue and kick-ass results.

We use a growth marketing framework based firmly on over 15 years of industry experience in marketing financial services and fintech propositions. Using best practices and industry know-how, our campaigns drive customer acquisition and improve lifetime value.

To achieve high-scale growth, we start each campaign by digging beneath the surface to uncover deep insights about your target audience. Insights that we can then use to create laser-sharp messaging and guaranteed success.

We use a cross-channel approach to create fully integrated campaigns that nurture customers throughout the sales and marketing funnel and help them understand the value of your product.

We're always focused on what campaigns deliver results, testing new initiatives and getting rid of the fluff. So, we can double down on success and achieve the highest impact.

Our campaigns have consistently achieved:

- More leads and users
- Higher conversion rates
- Improved brand awareness
- Higher engagement
- Improved ROI
- Increased customer LTV
- And, more revenue

Ready to get started on growth marketing and need some expert advice? Contact us today for a custom proposal.

Get Started

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