



INVESTMENT INDUSTRY

CASE STUDY

STARTING POINT:

- This start-up client started with CTB during the heart of the pandemic in 2020.
- They needed a constant influx of leads in order to sustain the company. Time was of the essence here.
- The investment firm had to show proof in concept to their partners and needed help to increase brand visibility, increase leads generated and in building sustainable digital assets.

PROCESS:

- CTB started with an in-depth analysis of current competitors and established possible opportunities.
- We then went on to build a sustainable system to show our client's value proposition. This was followed by a follow up system that addressed the challenges faced by the investment firm's clients.
- CTB established a clear brand message in order to speak directly to the target audience.
- We made use of the client's existing CRM system and introduced LinkedIn, SMS, SEO and email marketing to their marketing ecosystem.

RESULT:

- Within the first 4 months 45 qualified leads were generated.
- The investment firm was able to close 4x clients.
- The minimum value expected from these 4 clients is \$22 500 000.



CTB IS THE CATALYST THAT **DRIVES YOUR KINGDOM FORWARD**

WAY FORWARD:

- The investment firm has been set up with digital assets that are rendering an acceptable ROI.
- CTB continues to Expand their Kingdom!

Contact CTB today to Expand your Kingdom