

Rethink

THE CUSTOMER JOURNEY:
BUSINESS TO BUSINESS



JOURNEY STAGE:
Consideration



AUDIENCE:
Small Business
Owners



SECTOR:
Business to Business

ENGINE OF GROWTH

A straightforward approach to business lending is what all Small Business Owners dream of. SnapCap's strategy delivers exactly what their customers need and more.

snapcap
A better way to borrow.™

LinkedIn™ Marketing Solutions

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THE CHALLENGE

Small businesses are the engine of growth in the United States and it is crucial that they have access to capital.

Financial support can be key to enabling small business owners (SBOs) to thrive, but how do providers engage effectively when:

- Businesses are at various stages of the growth cycle?
- A wealth of competing content exists in the marketplace?
- Messages have to be simple and straight forward?
- There are issues with brand perception and awareness?
- There is a lack of confidence in the sector?
- Content has to resonate and stand out from the crowd?

In 2015, SnapCap partnered with LinkedIn Marketing Solutions: Financial Services to raise awareness and educate SBOs on its uncomplicated approach to business lending.

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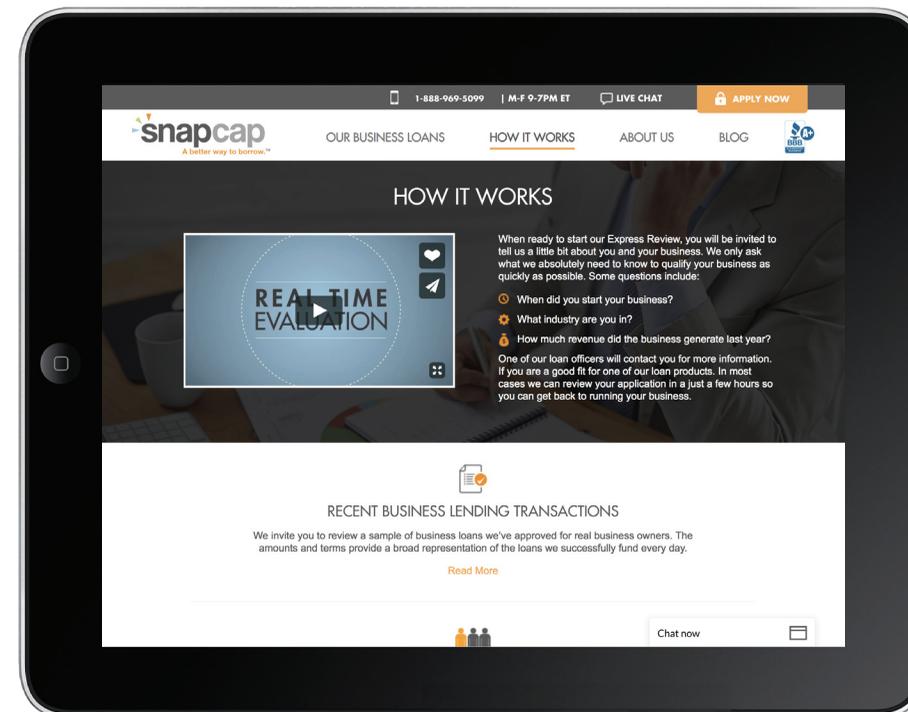
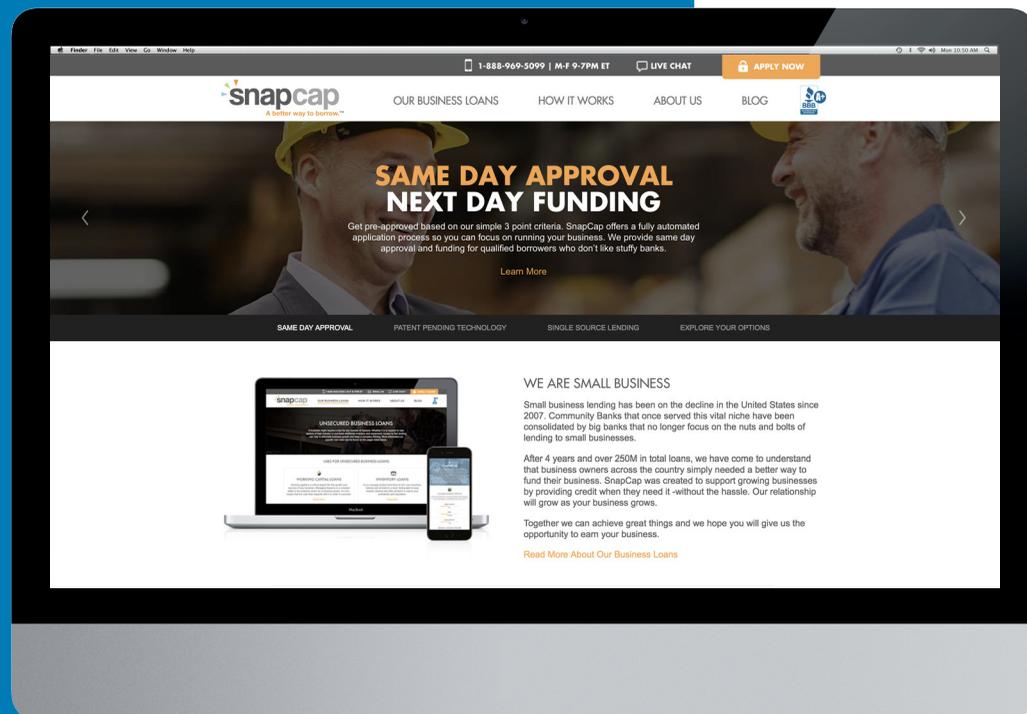
CLIENT PROFILE AND CAMPAIGN OBJECTIVE

SnapCap is an online lending platform that specializes in offering loans to small business owners who are under-served by banks or who may not have access to capital. It is built on the simple idea that lending doesn't have to be complicated.

Founded in 2012 in response to the financial crisis, SnapCap has funded over \$235m in loans since 2013. It is rapidly transforming traditional

lending by providing businesses with access to working capital quickly and without the paperwork.

The partnership with LinkedIn Marketing Solutions: Financial Services set out to help SnapCap achieve its marketing objective of promoting its loan products and services to a wide audience of business owners and decision makers.



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THE TARGET AUDIENCE

“Entrepreneurship has always been a driving force behind the United States economy.”

NuWire Investor, February 2016

Small businesses are core to economic competitiveness in the United States. The number of small businesses has increased by 49% since 1982 with over 28 million small businesses accounting for 54% of all United States sales.

Providing 55% of all jobs, the cumulative impact of the small business sector is enormous.

But small businesses were hit harder than larger businesses during the 2008 financial crisis and have been slower to recover.

Since 2015, SnapCap has collaborated with LinkedIn to gain valuable access to small business owners spanning a wide range of industries.

LinkedIn’s rich suite of marketing products has enabled SnapCap to engage and educate potential customers on its approach to alternative business lending, build long-term relationships and position itself as a preferred service provider within the SBO community.

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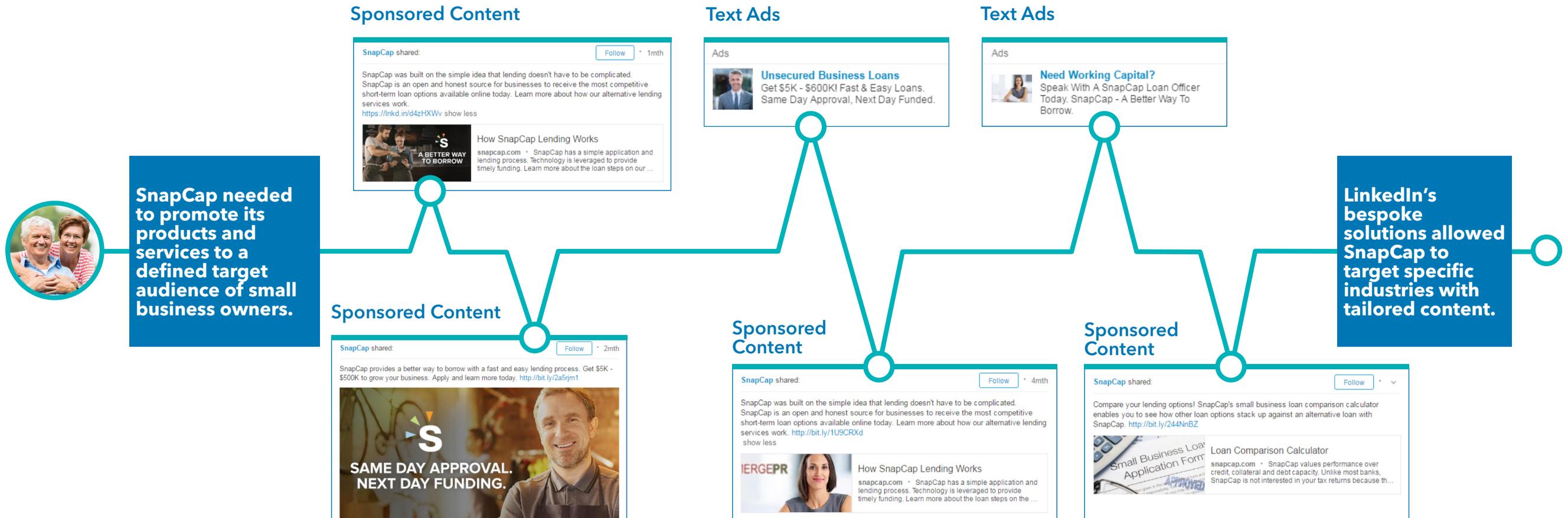
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To amplify engagement with its target audience, SnapCap utilized LinkedIn's Text Ads and Sponsored Content to enhance its product visibility and awareness. Through LinkedIn, SnapCap will continue to refine and enhance this content to build engagement beyond single transactions and establish long-lasting SBO relationships.

"LinkedIn's ever-evolving strategic platform was the perfect vehicle for us to target business orientated contacts."

Sean McGinty, Vice President of Marketing & Online Strategy, SnapCap



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THE RESULTS

SnapCap was able to identify and reach small business owners across a number of key industries, through targeted content that raised awareness of its unique approach to business lending.

The ongoing partnership will leverage LinkedIn's targeting capabilities to ensure SnapCap stays at the forefront of the evolving funding needs of small businesses.

"The targeting capabilities that exist on LinkedIn enabled us to engage specific industries with tailored content."

Sean McGinty, Vice President of Marketing & Online Strategy, SnapCap

Tenfold

increase in followers since the start of 2016



Larger loan approvals

resulted from better quality leads



Higher conversion rates

achieved in loans taken out by qualified merchants



Sponsored Content

provided a meaningful contribution to the loan totals



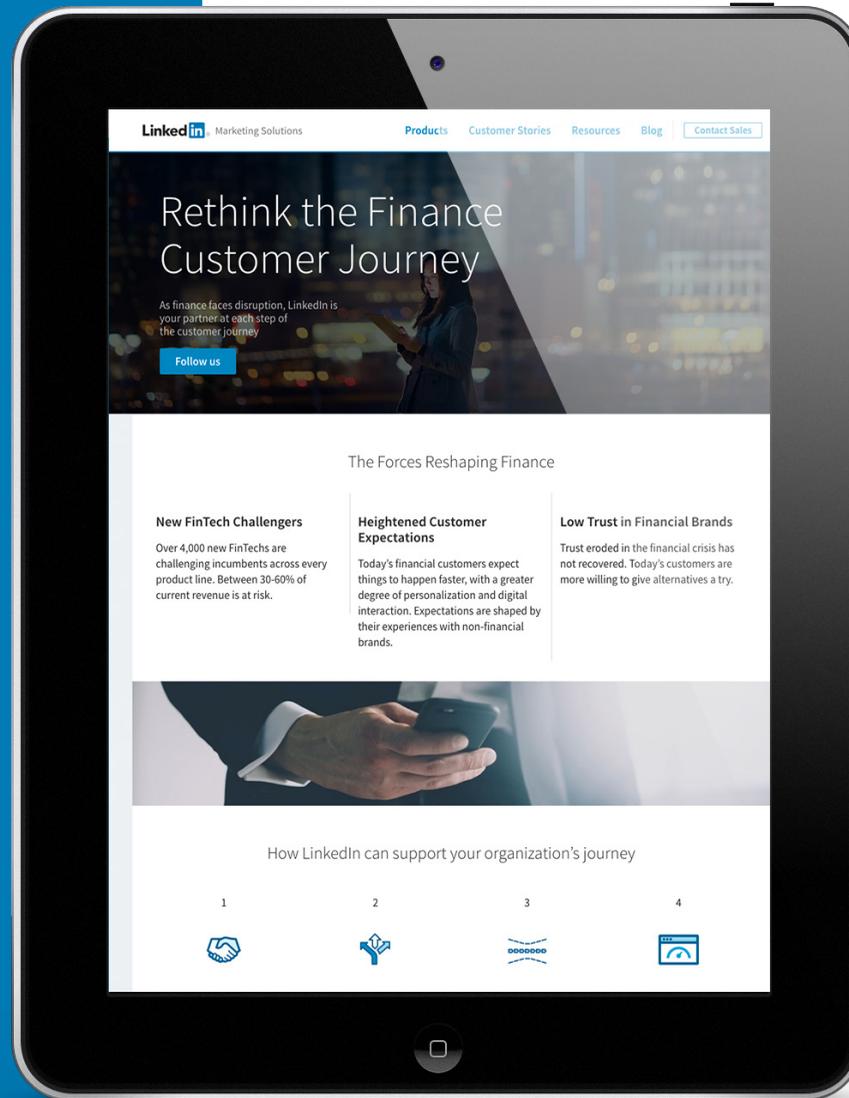
Majority

users accept a product faster than other marketing channels



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HOW LINKEDIN CAN HELP YOU RETHINK YOUR CUSTOMER JOURNEYS

At LinkedIn Marketing Solutions: Financial Services we aim to partner with financial brands to help them rethink their customer journeys.

We can do this through:

- **Our Platform:** Offering scale as well as granularity to provide deep insight into your clients and their life journeys.
- **Marketing Solutions:** Driving deeper engagement with personalized, compelling and 'always on' content matched to each stage of your customer's journey.

Visit www.business.linkedin.com/marketing-solutions/financial-services-marketing to find out more about how LinkedIn Marketing Solutions: Financial Services can help you rethink your own organization's customer journey and connect you to the audiences and issues that matter most.

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ABOUT LINKEDIN | LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 450 million members and has offices in 30 cities around the world.

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