



GLOBAL
CAPITAL PARTNERS

CASE STUDY

Create **brand awareness** and
improve **quality of leads** through
content marketing



By creating and implementing a **customized content marketing strategy**, Digital Footwork helped Global Capital Partners **attract, engage, and convert more customers.**



A Little About Global Capital Partners

Global Capital Partners is a commercial lending service that offers different types of financing for construction, real estate, development, and a variety of other types of large scale projects.

The company is based in New York, but it provides services across the nation. Currently, they're involved in projects in over 14 states. Global Capital Partners provides loans ranging from \$1 million to over \$100 million.

Some of the financing options Global Capital Partners provides are

- ▶ Private Lending
- ▶ Bridge Financing
- ▶ Asset-based Lending
- ▶ Hard Money Lending
- ▶ Mezzanine Financing
- ▶ Acquisition Financing
- ▶ Permanent Financing
- ▶ Structured Joint Venture Financing



Gaps and Leaks in Marketing Funnel

The main reason why Global Capital Partners hired us is because they realized that **they weren't getting enough leads and customers** through the internet.

The company website **did not show up in organic search results** and their overall **online presence was poor**. As a result, it became challenging for Global Capital Partners to attract, engage, and convert their desired target audience online.

We performed a content gap analysis to figure out why their online marketing efforts were falling short. Our analysis revealed that their weak content marketing strategy was the root cause of the problems Global Capital Partners faced on the internet.

The company did not have a content plan and lacked consistency as well as variety in content creation. Furthermore, they were not targeting the right keywords. We also identified loopholes in the company's content distribution and promotion strategy due to which its reach was limited. All these factors were affecting their online performance and contributing to poor returns.

We recommended the implementation of a customized and comprehensive **content marketing strategy to help them build a strong brand identity and improve organic flow of quality leads**.



Brand Awareness

+



Credibility

=



Sales



Course of Action

After identifying and communicating the problems, the dedicated Account Manager created a **multifaceted content marketing plan** that set short-term and long-term goals as well as the approach we were going to adopt to achieve those goals.

The monthly content marketing solutions that we provided to Global Capital Partners included

- ▶ Content plan with a list of most relevant keywords (both short-tail and long-tail) and topics
- ▶ Creation and publication of blog posts, infographics, and videos to improve organic search engine ranking, traffic, and engagement
- ▶ Creation of business profiles on different platforms to get the company listed in several web directories to improve awareness
- ▶ Creation of classified ads to promote the company website
- ▶ Development and publication of social media posts to promote content on social channels



- ▶ Identification and execution of link building opportunities that help earn quality backlinks in to improve SEO
- ▶ Improvement of website performance by identifying and making required changes and updates to enhance user experience
- ▶ Writing monthly press releases to increase content reach
- ▶ Monitor traffic, changes in keyword rankings, and engagement statistics

To evaluate the outcomes of efforts, we continuously tracked key metrics of the content marketing strategy. We sent weekly and monthly reports to keep the client updated.

The reports included details about all the activities performed, the results obtained, and provided recommendations for the future.

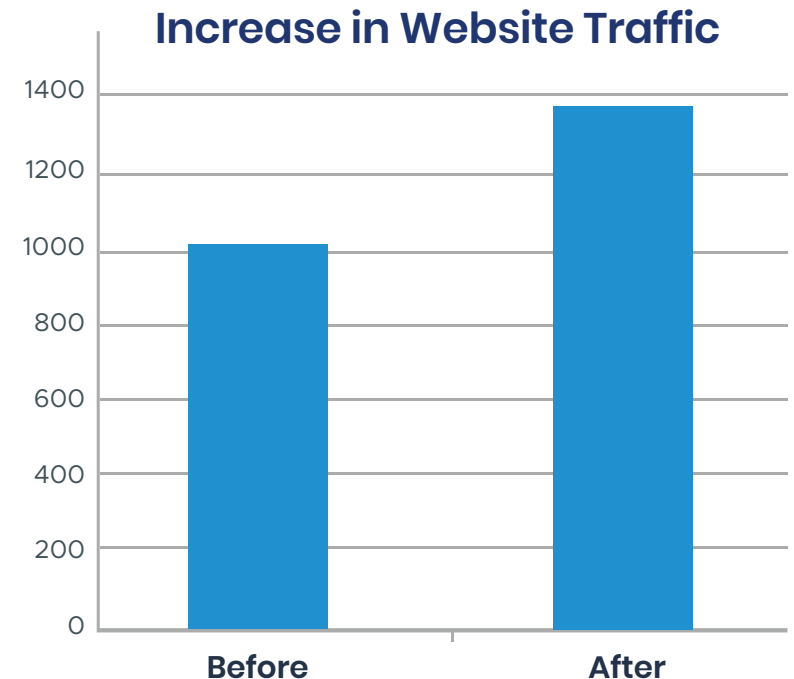


Summary of Results

Global Capital Partners experienced improved visibility and brand recognition.

By creating loads of high-quality content around the keywords and topics highly relevant to the target audience, we helped Global Capital Partners generate more qualified leads and improve engagement, and conversions.

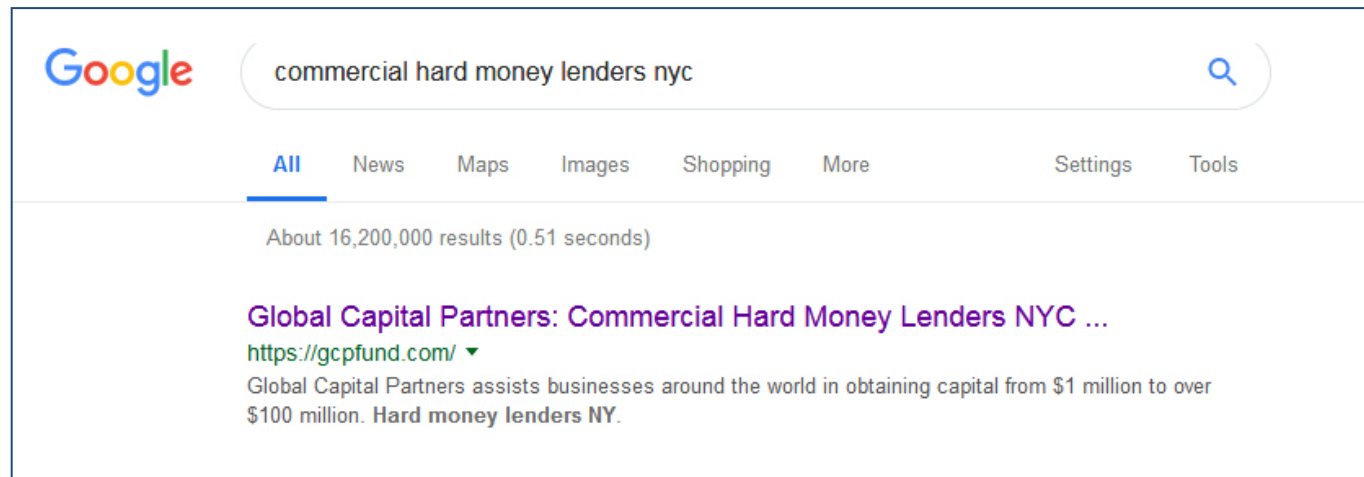
Following are some of the noticeable results:





In just 2 months – from September to November 2018 – Global Capital Partners experienced a whopping **144%** increase in Referral Traffic and **85.7%** increase in Social Traffic.

Search Engine Ranking of their website has also greatly improved. The website now ranks on the **first page of Google** for **16 short-tail** and **13 long-tail keywords** – **23 of these keywords rank in top 5 organic search results.**





Google

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About 15,800,000 results (0.43 seconds)

Structured Joint Venture Financing | Global Capital Partners ...
<https://gcpfund.com/financing-solutions/structured-joint-venture-financing/> ▼
Similar to a **partnership**, but only for a specific **project**, a **joint venture** is a contractual agreement between two or more parties to share in the costs, profits and losses associated with the **venture**.

Google

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About 10,200,000 results (0.46 seconds)

Prime Commercial Lending
<https://primecommerciallending.com/> ▼
Our innovative lending platform provides capital for commercial real estate finance as well as to small, medium and large size businesses. As a private lender ...

Global Capital Partners: Commercial Hard Money Lenders NYC ...
<https://gcpfund.com/> ▼
Private lending offers significant advantages over financing with a bank, including speed and ... As New York's leading commercial lenders, we can help!



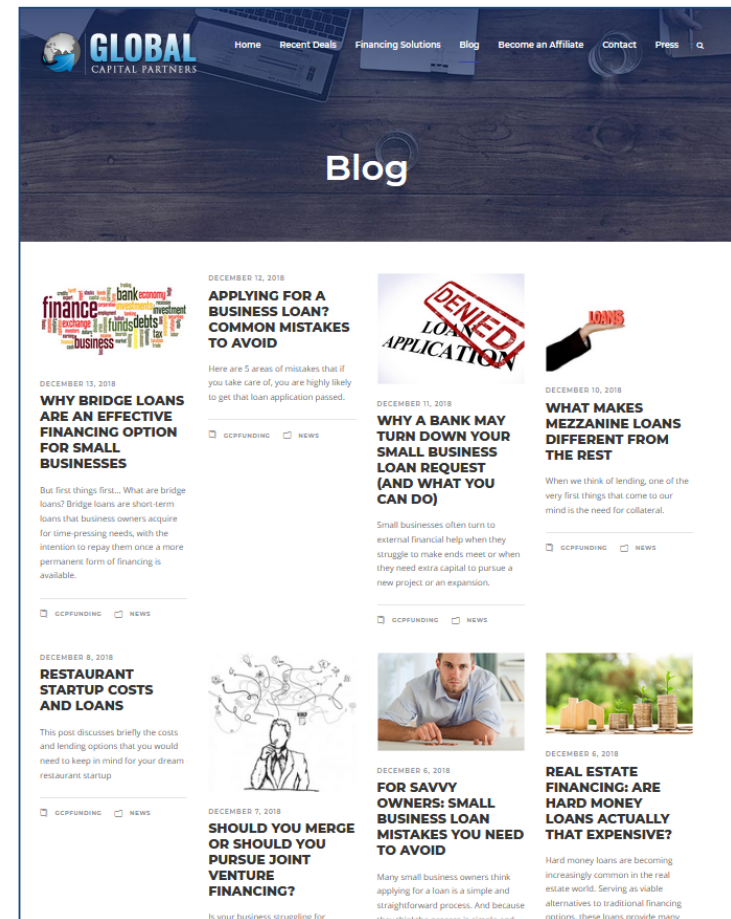
We have been creating **high-quality targeted content** in a variety of formats to help them connect with their audience. Our content has helped Global Capital Partners attract, engage, and convert by educating traffic about different types of loans and financing options.

Here's a glimpse of some of the content we have created over months:

VIDEO



BLOG





INFOGRAPHIC

BRIDGE FINANCING
What Is It All About?

- Bridge financing is also known as private money or hard money. It is a short-term financing.
- Bridge financing helps the real estate investors achieve their financial goals.
- It makes it easy for them to deal with multiple properties at a time.
- It plays a great role in making the investors reap the profits as a return on investment (ROI).
- If two properties are available at the same time, the investor can purchase them together through bridge loans.
- It gets challenging to invest in properties when you have partners with you. There is a pressure on you as you have to keep them in loop to manage things.
- With bridge loans, you don't need anyone to help you purchase the valuable assets.
- They eliminate the need for partners, thus offering more flexibility and empowerment.

Bridge loans are

PRESS RELEASE

weSRCH HOME ELECTRONICS MEDICAL ENERGY **BUSINESS** AFTERHOURS

Presentations | Newsfeed | weVISION | Press Releases | Articles | Write To Earn™ | Newsletters | Guest Post

GCP Fund Offers Multiple Financing Solutions for Small Businesses
 ✓ Sarah Dabritz | 11th-Nov-2018 | 45 |

The company offers tailored financing solutions at flexible terms.

New York City, New York–November 12, 2018: Based in New York, Global Capital Partners is one of the leading commercial lenders that offer tailored solutions to small business owners. Some of the financing solutions that the company offers include asset based lending, mezzanine and bridge financing.

The president of the company Joe Malvasio stated, “Starting your own business is not easy. There are several pitfalls that entrepreneurs don’t know about. One area that entrepreneurs struggle the most with is generating finances. The thing is that in the initial stages banks and other financial institutions avoid giving loans to start ups. For them, these companies are just too risky because of which they avoid giving them loans.”

Statistically, 90% of start up businesses end up failing. There are several reasons why this happens but in most cases, poor financial management tends to be the culprit. Entrepreneurs are often naive and tend to enter the market without conducting research or having a proper source of financing.

They assume that everything is going to work out eventually and their focus tends to lie on profitability instead of on the effective management of cash flows.

Joe Malvasio further stated, “In the initial stages, small businesses struggle with financing. We understand that this can be frustrating for some business owners. However, there’s no need to feel dejected. We at GCP Fund can help you acquire financing solutions. We offer a wide range of financing options, which include mezzanine financing and asset-based lending. All of these are hard money loans but what makes them great is that they are available at flexible terms.”

Global Capital Partners offers a wide range of financial solutions, which include bridge financing, construction financing, acquisition financing, private lending, mezzanine financing and structured joint venture financing.

Their terms and conditions are tailored specifically to meet the requirements of small business owners. All investors have to do in order to qualify for the financing option they seek is to produce a viable repayment strategy and moderate leverage.

They can also visit the company’s website for further details.

About the Company

Global Capital Partners is a global commercial lender offering multiple financing options, including private loans, bridge loans, commercial real estate loans, mezzanine financing, structured joint venture financing, permanent financing, construction loans and acquisition financing.

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Following are some of the keywords that now rank in top 5 search results:

Google		USA	
S.NO.	KEYWORDS	BEFORE SEO	DECEMBER 2018
1.	Commercial Hard Money Lenders NYC	N/A	1
2.	Mezzanine Property Finance Solutions NY	N/A	1
3.	Structured Joint Venture Financing	2	1
4.	Private Commercial Lending NY	N/A	2
5.	Warehouse Acquisition Finance NY	N/A	3
6.	Joint Venture Financing NY	N/A	3
7.	Acquisition and development financing NY	N/A	4
8.	Acquisition and Development Loan NY	14	4
9.	Bridging Finance Lenders	Not Ranked	4
10.	Commercial Financing For Development	32	5
11.	Mezzanine Finance Providers	Not Ranked	5



Hire Us for Content Marketing Today!

There are a lot of moving components in successful content marketing strategies. By hiring our content marketing solutions you can bank on the fact that you're hiring an entire army of professionals that will get you the results you need.

Our holistic solutions are backed by high quality content that's created by some of the best in the business.

Want custom content marketing for your business?

Call us on **877-897-1725** to talk to a content marketing strategist or send us an **email** to learn more. Hope to hear from you soon!