

CASE STUDY

CATEGORY:

Loan Agency

LOCATION:

Cleveland, Ohio

WEB:

growthcapitalcorp.com

ORGANIZATION

Since 1982, Growth Capital Corp. has provided more than \$550 million in financial assistance to local businesses as part of its mission to foster economic growth and job creation in Ohio. Recognized as the No. 1 lender for SBA 504 loans in the state for the past 11 years, the company's team of experienced economic development finance professionals helps small business owners and lenders access various state and federal finance opportunities.

CHALLENGE

Growth Capital's leadership identified the need for a new website, better designed to increase digital loan application submissions. However, the company was experiencing a number of challenges with its out-of-state, national marketing partner—from limited accessibility to declining results, including decreased web traffic and social media engagement.

"We decided to move our business to Jennasis & Associates, a local woman-owned company, for better collaboration and ROI on marketing efforts," says John Kropf, president of Growth Capital Corp.

Following an in-depth discovery session in which Jennasis interviewed key stakeholders and team members, as well as a thorough audit of existing marketing materials, the new marketing agency identified additional areas of improvement needed within the business' marketing strategy to realize Growth Capital's business goal of increasing loan applications.

Ultimately, Jennasis had uncovered a significant, overarching disconnect between current marketing output and the Growth Capital team's brand identity and culture. The language used in marketing materials was far too technical and corporate to resonate effectively with audiences, and did not accurately reflect the personality of Growth Capital team members who would service applicants.

SOLUTION

Leveraging the results of both the discovery session and company audit, Jennasis & Associates developed a strategic Marketing Playbook to be implemented over a two-year period. This collaborative strategy included recommendations for:

Rebranding

- Updated brand messaging with a more approachable voice to communicate team capabilities and values
- Language adapted for loan partners, not just applicants
- A new, more fitting tagline—"Our dream is to approve yours. It's kind of our thing."

"The people at Jennasis & Associates took the time to really understand our business and helped us with so much more, including brand discovery, brand strategy, SEO, event management, and development of a whole new interactive website that REALLY generates business," Kropf says.

Asset Updates

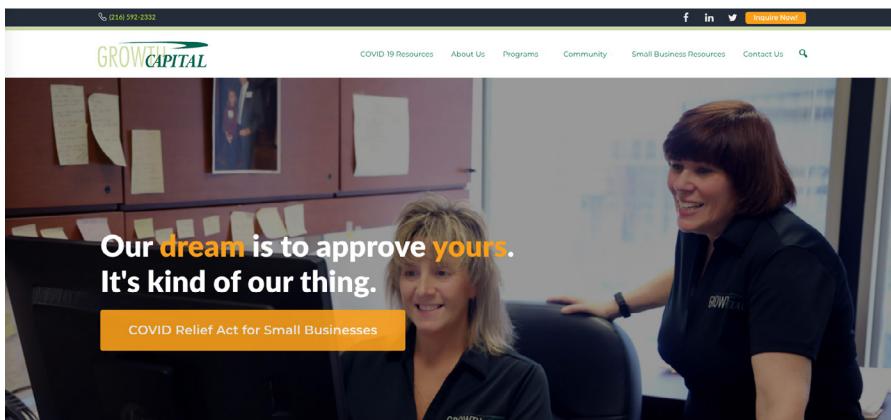
- A redesigned website with improved user experience
- Simplified language for loan applications, with helpful step-by-step resources
- Overhauled marketing materials that provide clearer education on services and partnerships

Additional Efforts

- Creation of case studies and testimonials to reinforce service expertise
- Development of ongoing blog and social media posts, as well as an email newsletter, to promote audience education and engagement
- Incorporation of in-depth keyword research to boost website's SEO value



BEFORE



AFTER

"We couldn't be more satisfied," Kropf says. "Not only did we experience cost savings, but the level of service, the personal touch, and attention to detail provided a much greater value. I would highly recommend Jennasis & Associates to any company looking to expand and grow."

RESULTS

Within nine months of engaging Jennasis & Associates, Growth Capital exceeded its yearly loan goal—and proceeded to achieve the biggest year in approved loan applications in the company's history. Within a year, the company saw a 110% percent increase in website traffic. And after four years, the team is celebrating doubled revenue.