

The art of influencing the influencers

Lloyds TSB Commercial Finance is the UK leader in asset based lending (ABL).

Market research conducted by Commercial Finance reinforced the important role advisors play when businesses are selecting a funding option, but that understanding and advocacy of ABL in this introducer population was low.

In response, Citypress devised an innovative UK-wide campaign which uses real-life clients to inform and educate this audience about the scope and scale of ABL's application.

Media relations and direct communications

The team delivers a comprehensive media relations campaign which targets key titles read by the UK's corporate finance communities with message transactional stories.

Citypress has also devised an innovative direct mail mechanic – the Deal Bank. This is a library of bite-sized case studies that succinctly and effectively convey commercial messages about how ABL assists a wide variety of businesses.

Deals are uploaded into a tailored electronic template and sent directly to local introducer contacts via a centralised email system (managed by Citypress) which provides detailed measurement of recipient response rates.

Outcomes

The campaign has produced 350+ case studies which have been successfully communicated through targeted e-shots, direct mail and supporting press coverage.

PR forms a major strand Commercial Finance's 'Art of the Advisor' marketing campaign. This strategy has played a pivotal role in the funder being ranked No.1 in the ABL industry for awareness and service quality amongst advisors and has helped generate a 40 per cent uplift in new client numbers.

