

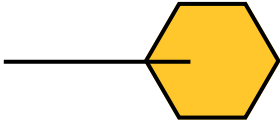
SUCCESS STORY

Easly



Outsourced content marketing helps Easly educate and build brand awareness

When Easly needed extra marketing support to grow its business and brand awareness, the finance provider made a beeline for Buzzify. Engaging Buzzify's outsourced marketing team gave Easly the content marketing strategy and regular content the business needed, supporting its efforts to nurture client relationships, develop new partnerships and close sales.



Finding the missing link

Customer connection

Easly provides simple, predictable, flexible working capital for Canada's innovators, offering tax credit financing for eligible companies with research and development programs. Easly's business model relies on consistent and quality client engagement for building awareness and maintaining trust. With increasing market interest in innovation financing products, Easly identified a need to build strong brand positioning, educate the market and develop cut-through messaging to capitalise on new market opportunities.

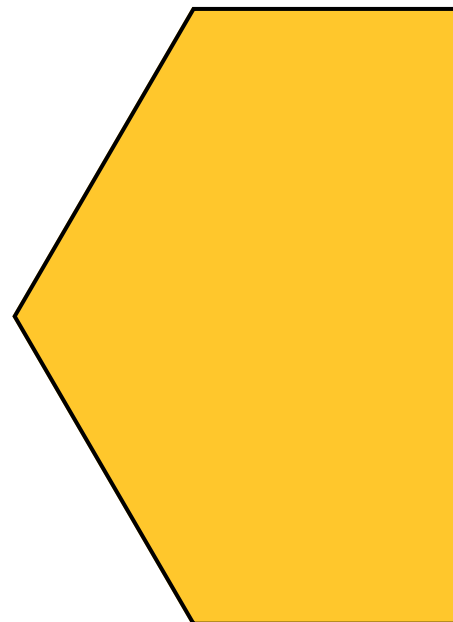
Easly Executive Vice President, Sales Samara Chandran says, *"Buzzify has a great history with our sister company Radium Capital, so we engaged them to help us refine our message and connect with our customers better."*

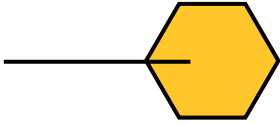
Identifying audiences

With meticulous research including competitor and target audience analysis, Buzzify took a deep dive into the world of Canadian capital to develop and execute a comprehensive content strategy to deliver on Easly's goals. The strategy clearly established Easly's communication objectives, identified who to talk to, what to say and how, and when to say it.

As part of the strategy, Buzzify reviewed and refreshed the tone of voice and core messaging pillars to ensure consistency and maximise every opportunity to elevate the Easly name. Buzzify developed case studies for social proofing, then reactivated and tuned up Easly's stakeholder newsletter and organic social media content.

"The case studies have been a huge asset in communicating with new clients and promoting our services across the industry. We're continuing to roll out the content strategy and look forward to promoting our business further," Samara says.





Strategy and content hits the mark

Engagement and growth

With the strategy embedded, Easly saw increased engagement and market traction. The refreshed stakeholder newsletter's industry updates, information and advice, details of events and employee news hit the mark with existing clients and supported the decision-making journey of prospects. Applying its strategic expertise to Easly's social media, Buzzify delivered content that was concise, engaging and resonated with the target audience. This saw Easly's social media following grow by more than 20% with high-value followers choosing to engage.

"Working with Buzzify, specifically Alison, has been amazing. The quality of work has always been excellent," Samara says.

"Working with Buzzify will help your business grow and refine your message. Using a third party to help with your strategy will give you a unique perspective and help give you time back into your day."

Easly Executive Vice President, Sales, Samara Chandran