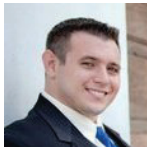


GENERAL FINANCIAL MOVES UP THE RANKS WITH BRAFTON NEWSLETTER SERVICES

January 4th, 2016



General Financial specializes in military lending: offering short-term personal loans with 12-month repayment plans to active duty military members. Since their launch in 2007, the company has secured trust with their 100% unconditional guarantee and approved over 50,000 loans.



“The communication is second to none. Outside of having [my Brafton strategist] John sit right next to me, it’s as good as it gets.”

– **Alex Dickinson**, Marketing Manager

STRATEGY

General Financial knew compelling content would ultimately be the key to garnering more leads. By appealing to the diverse aspects of active duty military members’ lives, they would be able to generate more traffic.

General Financial redesigned their website with this new strategy in mind. Their blog was constructed to be not just a resource for financial education, but also a place where military families could get information about other interests. Once the website redesign was complete, General Financial knew it was time to create a newsletter strategy that would promote their new site and engage warm leads.

RESULTS

Three months after working with Brafton, General Financial’s traffic to their blog increased dramatically. People who come to their site from their newsletter have a lower bounce rate, stay on their site longer and view more pages per session. Newsletter referrals are also converting at a rate of nearly 15%.

RESULTS AFTER THREE MONTHS:

- 117%** - increased traffic to blog
- 14.88%** - average newsletter referral conversion rate

FROM NEWSLETTER REFERRALS:

- 10.1%** - lower bounce rate
- 20%** - more time spent on site
- 15%** - more page views per session