



receptional  
SMARTER DIGITAL THINKING

CASE STUDY  
**LIBERIS**

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**ORGANIC SEARCH (SEO)**



**THE DRUM™  
SEARCH  
AWARDS**  
WINNER 2018

# HELPING LIBERIS TO FUND THE FUTURE OF UK SMALL BUSINESS

## The Challenge

Liberis specialises in lending to small businesses that have been rejected by traditional lenders.

Liberis' product, a business cash advance, is a new form of lending. So Liberis asked Receptional to promote its service.

In a tough market, Receptional's SEO campaigns had a strict ROI target (250%). We were asked to generate more enquiries, while reducing cost per acquisition (CPA).



## What We Did

We conducted keyword research to understand our audience and how they search for business finance.

We then laid out a plan that involved:

1. Building landing pages to target our most profitable keywords.
2. Creating high-quality, well-researched content to attract links from other websites.
3. Promoting Liberis in the business and trade press.

## The Results

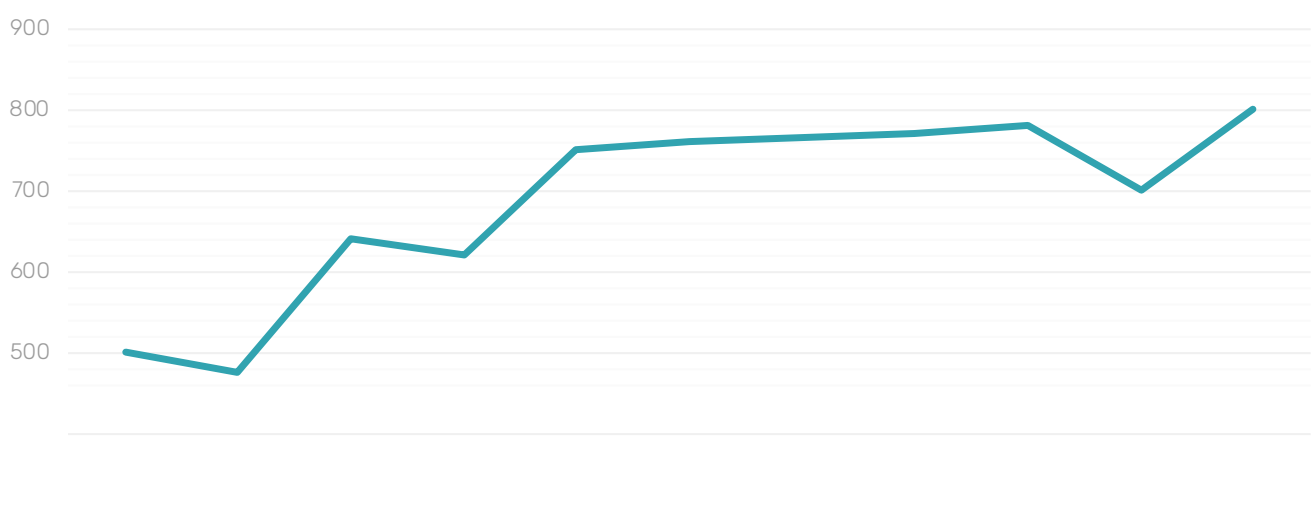
Receptional was tasked with achieving an ROI of 250%. Liberis actually funded £344,300 of new loans, an ROI of 720%.

## Award winner

Receptional's campaign won the Best B2B Campaign at the 2018 Drum Search Awards



## Organic Growth



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Over the past three years we've developed a great relationship with Receptional. They've increased the positions of several of our target keywords, bringing us into the top 1-3 positions.



**RAFFERTY GIFFORD**  
Digital Marketing Lead  
Liberis

GET IN TOUCH

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