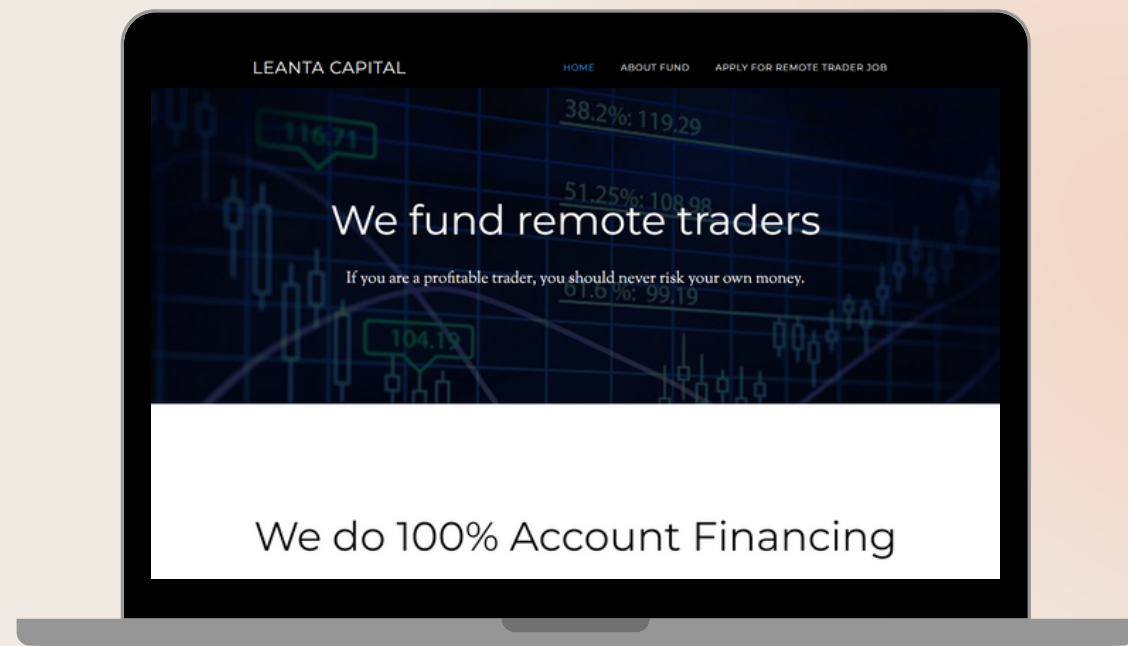




# LEANTA CAPITAL

# *Social Media Strategy*

THAT WORKS



STEP N.1

## *Create a plan*

Bloomer Agency created a successful promotional strategy for Leanta Capital across Google Ads, Facebook, and Twitter by executing a comprehensive digital marketing plan. The plan began with a deep dive into keyword research to help design focused ad campaigns on Google Ads. This included creating optimized landing pages for each ad to boost conversions.

STEP N.2

# *FACEBOOK*

The agency harnessed the platform's advanced targeting capabilities on Facebook to reach the most relevant audience. By creating custom audiences, Leanta could engage existing customers and potential leads with tailored messaging and advertisements—multiple ad formats, including carousel and video ads, showcased Leanta's diverse financial products and services.

STEP N.3

# *TWITTER*

Twitter marketing was primarily used to promote Leanta's messages, engage in real-time customer support, and host regular Twitter chats to create a vibrant online community around financial topics.

STEP N.4

# *GOOGLE ADS*

This strategy resulted in a 120% increase in website traffic, an 85% increase in new customer sign-ups, and a 75% increase in overall conversions over six months. The success was due to the agency's focused approach, a robust understanding of each platform's unique features, and a consistent message across all channels.