

## Case Study

# Safe Harbor Financial

Safe Harbor Financial is an enterprise fintech institution that provides funding for cannabis businesses. As a new organization, they were looking for the best way to promote their business, expand into new markets and gain new customers.

**+ 57%**  
Increase Traffic

**+ 98**  
New Markets



## About the Company

### The Challenge

Safe Harbor Financial was a newly established company in the marketplace, having been operational for only a couple of months. The company sought a marketing team capable of helping them establish a foothold in their geographic region as well as on a nationwide scale.

With the legalization of cannabis in numerous states, there was a pressing necessity to promote their name in the market as quickly as possible.



## Customer Testimonial

*"Ron and the team are more than capable of taking your business to the next level. Not only is the team extremely intelligent, but they are always hitting their deadlines, very responsive, and will never leave you hanging. If you need SEO services, Ron is your guy."*

Nick Callaio, Marketing Manager

## The Strategy

We initially focused on regional markets, then transitioned to national strategy. We were able to achieve the top ranking very quickly and Safe Harbor experienced rapid growth in the first year. They were able to expand their business into additional markets. We also took a single market approach in California, focusing all of our SEO efforts on this area and increased their CA traffic by 800%.

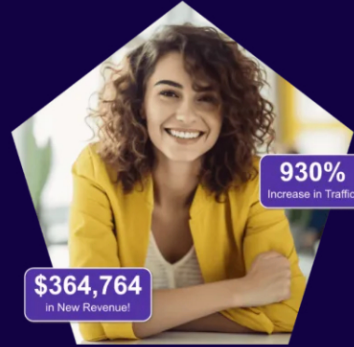
## The Results

By implementing a blend of SEO and content marketing strategies, we successfully elevated their business to the extent that they needed to expand to an additional office in Arkansas. We increased their overall traffic by over 57% and assisted them in formulating a strategy to become the leading cannabis lender in the United States.

## Talk With An Expert!

Work with a growth-driven digital marketing agency who's in sync with your business. Schedule your free consultation today!

FREE CONSULTATION



Experience what it's like to work with a growth-driven digital marketing agency who's in sync with your business.

Schedule your free strategy call:

FREE CONSULTATION

### SOLUTIONS

- Content Marketing
- Digital PR
- eCommerce Marketing
- Influencer Marketing
- Pay-Per-Click Ads
- Search Engine Optimization
- Social Media Advertising
- Social Media Marketing
- Website Design

### RESOURCES

- Business Resource Center
- Content Marketing Funnel
- The Digital Toolkit
- Digital Marketing Blog
- FREE Marketing Calendar
- Lead Generation Guide
- Top 1,001+ Power Words
- Results & Reviews

### COMPANY

- About Us
- Awards & Recognitions
- Career Opportunities
- Locations & Hubs
- Media & Press
- Referral Program
- Contact Us

