



YesGrowth

Funding for business

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YesGrowth is a UK-based company which allows investors to participate in the financing of loans to SMEs in the UK and Europe and facilitates the provision of loans to SMEs.

- We help **sophisticated and institutional investors** to get access to **well-diversified SME loan portfolios**.
- Our highly-scalable business model is based on **relationships and integration with various specialist lenders** in the UK and Europe. This approach allows us to give investors access to SME loan opportunities **diversified across a variety of geographies, sectors and loan types** including working capital loans, invoice finance, supply chain finance, trade finance and real estate bridging loans.
- We provide SME borrowers with **secured and unsecured loans of up to £500,000 for up to two years**.

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YesGrowth Ltd, registered office is 264 Banbury Road, Oxford, OX2 7DY (Company No. 08540463).

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Your capital is at risk if you invest.



The Approach

YesGrowth allows investors to participate in the financing of loans to SMEs in the UK and Europe.

It also facilitates loans to SMEs. Their interest rates are far more competitive than high street banks and building societies.

I was asked to come up with a creative branding solution that included content marketing, thought-leadership, social media advertising and PPC.

Main Aims

- Brand awareness
- Increase business subscribers
- Become an established name in the marketplace

Syndicated Lending



- Deal flow generation
- In-depth analysis & due diligence
- Risk reduction through pooling funds
- Lending spread across many companies
- Hands-on company monitoring



SMEs seeking funds

My Solution

- **Following an initial discovery meeting, I established the main competitors, the client's requirements, the best marketing solutions and completed the keyword research.**
- **The creative process started with some brand concepts. I worked up the favoured approach into a finished logo which set the tone for the colour palette that was used throughout the website.**
- **I then created an SEO strategy, which included a site structure document that outlined the plan for optimization of their website.**
- **The next step was to work with the client to create highly-targeted blog and social media content designed to increase brand reach and awareness. My content marketing strategy also included a whitepaper on business loans.**



The Results

The user journey is clear and concise and the step-by-step process is easy to follow.

A mix of icons, social media posts, and user-friendly copy ensure it's always engaging.

The approachable look and feel is backed up by industry knowledge, which comes across in the content and the associated collateral.

I was successful in obtaining the following:

- **An 80% increase in ROI within a 12 month period**
- **600+ new business subscribers, worth a total of £80,000 within an 18 month period**
- **70+ purchases of the Alternative Funding whitepaper**