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Biz2Credit

Content Marketing

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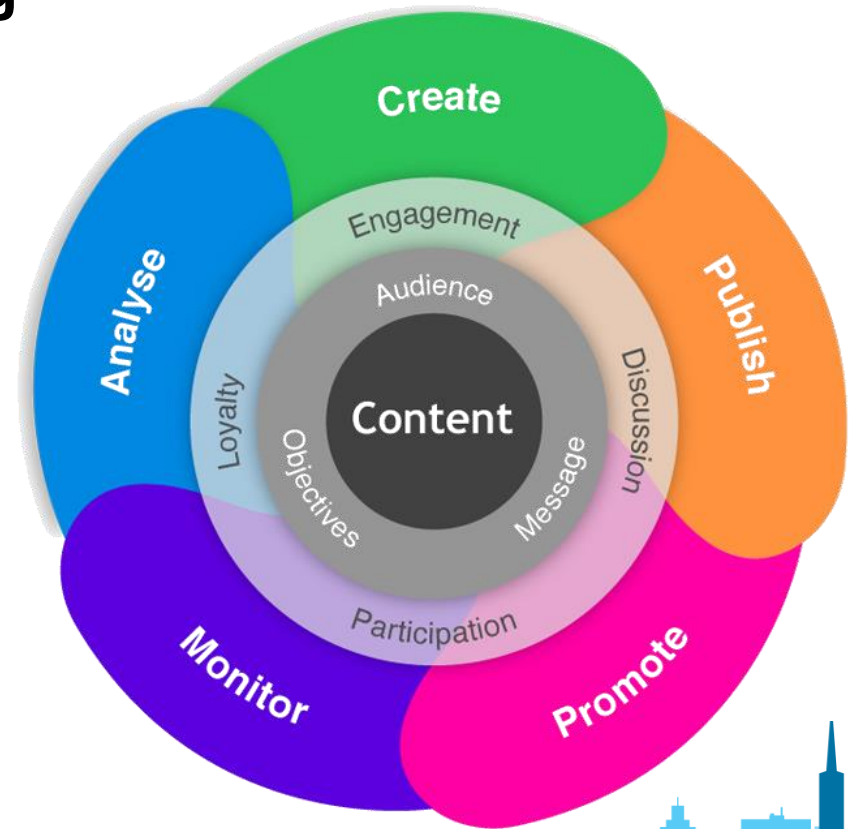
BRIGHTEDGE

Biz2Credit is an online marketplace that equips small and medium size businesses with tools needed to **analyze their financial health** and equips banks with the tools to more efficiently manage their small business lending process. Proprietary technology streamlines the loan application process and connects borrowers to lenders using a patented credit algorithm.

Biz2Credit – Content Marketing

Content Marketing is one of the most important elements of Biz2Credit's digital strategy.

- Step 1** – Defining the objectives & the audience
- Step 2** – Gathering the data and converting it into meaningful information
- Step 3** – Publishing the content on the right media to maximize the reach
- Step 4** – Promoting the content using appropriate tools like SEO, PPC, Social Media
- Step 5** – Initiating discussions, engaging the audience, participating and monitoring the conversations
- Step 6** – Analyzing the results and planning ahead



Biz2Credit – Content Marketing

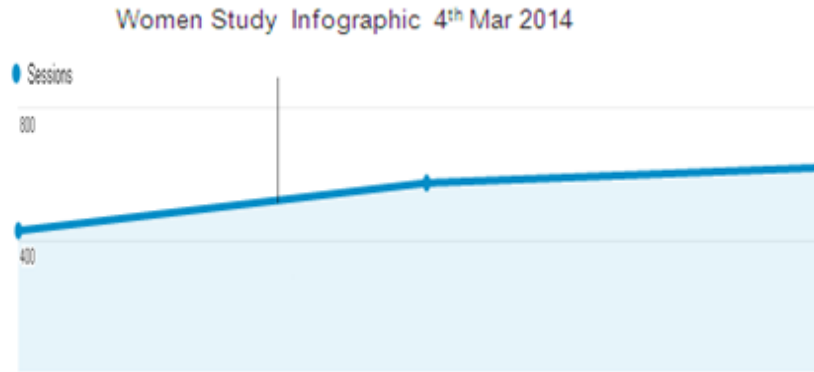
Infographics:

- Designed on specific topics and promoted through social media
- Being visual content, it generates more engagement

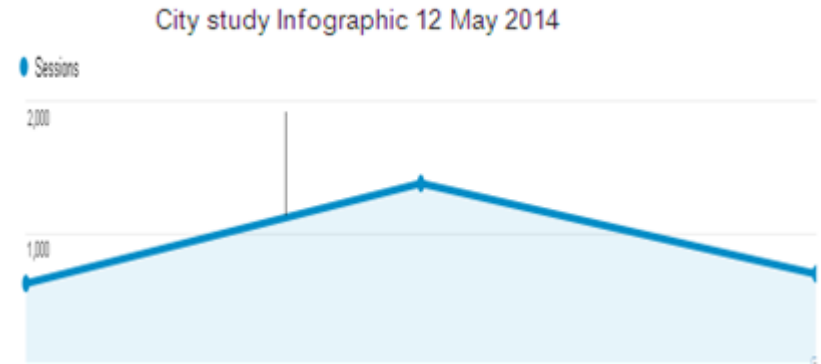


Infographics Impact on Biz2Credit Web Traffic

Charts below show spike in web traffic (other than PPC) right after infographics were published:



Biz2Credit Analysis of Women-Owned Companies Finds Earnings, Credit Scores, and Small Business Loan Applications Rose Dramatically in 2013



Biz2Credit Identifies 2014's Best Small Business Cities in America

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Biz2Credit – Content Marketing

Press Releases/Optimize Page:

- Articles on various content that we create and our online PR gives it a great push
<http://www.biz2credit.com/business-loans/cell-phone-financing>

