

Case Study



Industry Stage Goal

FinTech Start-Up Growth

The FINTRX Platform is the leading family office data, research, and intelligence platform to the alternative investment industry & private capital markets. FINTRX is engineered to help their clients identify, access, and raise family office capital.

What We Did

- ◆ Marketing Automation Strategic Management
- ◆ Content Strategy
- ◆ Lead Generation
- ◆ Website Optimization
- ◆ Lead Scoring Model
- ◆ Automated Lead Nurturing Email Campaigns

Details

FINTRX saw the need to build an inbound marketing engine, within their Hubspot account, to fuel growth. They just didn't know how to start.

Using automation tools, **we architected a full-funnel ecosystem for lead generation, lead nurturing, and client care.** Through the strategic implementation of an effective content repository, the uncovering of opportunities on the website for heightened conversion rates, and new mechanisms for measuring lead quality, we made an impact right away.



In our first quarter working together, we delivered a 196% increase in marketing qualified leads.

Plus, to facilitate a meaningful buyer's journey, we built strategic automated email campaigns for lead nurturing – including **the activation of dormant contacts through out their existing database resulting in hundreds of new opportunities.** These initiatives aligned Sales & Marketing efforts to streamline operations across the board.



Russ D'Argento,
Founder & CEO

“Möve Marketing has helped us greatly with the conception, strategy, and execution on a number of marketing initiatives. As a rapidly growing and evolving company, Kaitlyn and her team have been instrumental in bridging the gap between sales & marketing.”