



BNA Debt Solutions Doubles Business with a Refreshed Look & Social Presence



BNA Solutions has worked as Licensed Insolvency Trustees in Calgary and Alberta for over 20 years. They help Albertans struggling with debt and looking for relief through Consumer Proposals and Personal Bankruptcies. The Licensed Insolvency business is what might be called a “hidden industry”. It’s often something

that isn’t thought about or visible unless you are specifically looking for help from a professional.

BNA Solutions was looking to re-energize their marketing when they sat down with the BottomLine team. They came to us with a specific set of problems:

1

Leads were signing up for a consult and no-showing

2

Prospective customers didn’t understand their business, or the specific differences between a Consumer Proposal or Personal Bankruptcy

3

The client wanted to draw more leads to both their Calgary and Edmonton locations

The first step was to put BNA through our Impact Assessment process, which allowed the BottomLine team to truly understand the nuances of the insolvency industry, and to find out why BNA was struggling in a bid to provide the best suited solution.

Through the in-depth Impact Assessment, we found that BNA was swimming in what we call the **“Sea of Sameness”**: all of their marketing from their business cards to their website looked similar to the

competition. At first glance, they didn’t stand out whatsoever. After our team built psychological profiles of prospective BNA clients, we keyed in on the money related fear and shame customers felt when coming in to speak to a Trustee, leading to no-shows. Lastly, due to a lack of educational content coming from BNA, leads were being bombarded with comparison and purchase advertising. Those who were still learning about bankruptcy and looking at their options (what we refer to as the awareness and consideration phases of the buying cycle) felt overwhelmed and instead of coming into consults ready to get to work, they no-showed.



The BottomLine team went to work with helping BNA Solutions get out of the sea of sameness and start challenging some of the bigger trustees in Calgary for supremacy. The first step: a small name change,

wherein BNA Solutions became BNA Debt Solutions, allowing instant name recognition and SEO.

The next step was getting to work on the BNA Debt Solutions website, transforming it into an educational portal with whitepaper downloads, regular blogs, a debt repayment calculator, and imagery that spoke to some of the emotions that debtors and leads were feeling.

A very conscious shift in tone was necessary, to let anxious clients know that BNA was kind, reassuring and ready to listen and help. Their business is built on helping their customers, and the tone of everything, be it social media, web copy, graphics and newsletters needed to reflect that reassurance.

It was necessary for the BottomLine team to become quasi-experts on the subject matter and concepts in the insolvency industry.



The business is governed by very specific legal guidelines, and when the time came to jump start their paid social media campaigns, our team had to make sure that our concepts were not only in line with the federal government's regulations, but also with the strict guidelines set out by Facebook. However, after a very concerted effort, BNA Debt Solutions quickly emerged with a digital campaign that ignited attention and started drawing many more leads into their funnel.



The successful approach involved the following:

1

Regular content posted to the BNA Facebook feed focusing on debt news, money saving tips and lifestyle.

2

Social ads focused on lead generation (live forms on Facebook), re-marketing targeted at web and Facebook page visitors, promoted posts, video and informational ads linking back to white papers and blog posts. All site sign-ups led to an email chain designed to tug at emotional triggers.

3

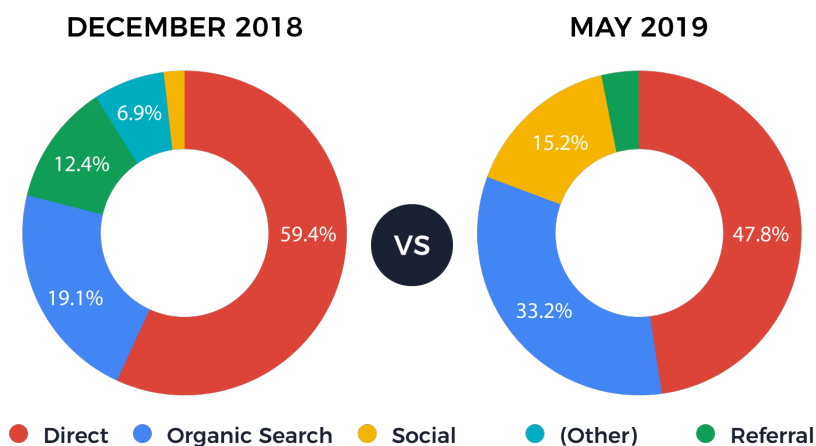
Blog posts and white papers breaking down debt, personal bankruptcies and consumer proposals in a simple and concise manner.

BNA Debt Solutions has emerged as a unique brand voice with content and digital ads across Facebook and Instagram. Blog topics are written with the “everyman” in mind, on topics from the correlation between debt and health, surviving divorce settlements, and how to avoid being scammed by fly by night debt operators.

Social Statistics

Website traffic

Follower Growth



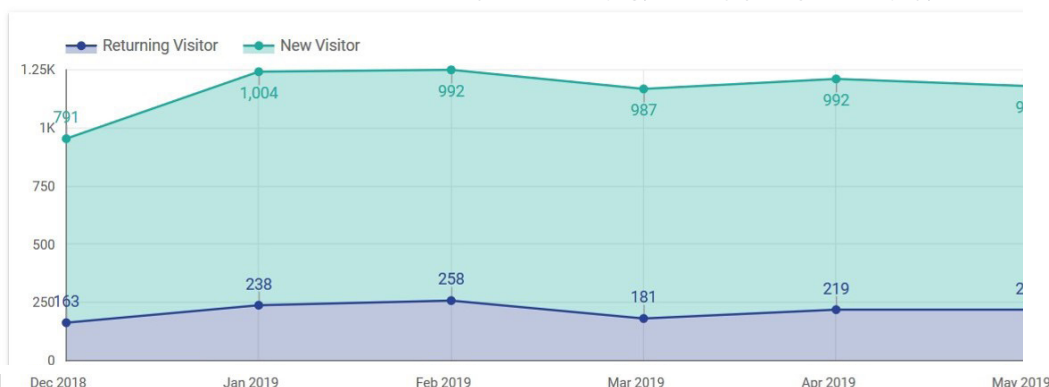
Reach Growth



Web Statistics

New Visitors

DECEMBER 2018: **791** VS JANUARY 2019: **961**



Returning Visitors



Email Statistics

Open Rate		Click Through Rate
44.37%	JANUARY 2019	1.6%
60.7%	JUNE 2019	2.4%

By making a shift in tone, helping the client to discover why clients choose their business, and crafting a social strategy, BNA Debt Solutions has emerged as one of the premier insolvency businesses in Alberta, and we recently helped them celebrate a major milestone: 100 new files in a month, more than doubling their business since December of 2018.





We have been dealing with Bottomline Marketing for almost a year now, on a complete restructuring of our marketing plans, including a new website and social media platforms. They have been thorough and detailed in their research of our unique industry and completely adaptable to the specific advertising requirements of our regulatory board. They were quick to respond to questions or concerns that we had.

The team has been very responsive in suggesting changes along the way as deemed necessary by market responses to the new formats. They were progressive in suggesting new avenues when other avenues failed to work in our industry, and were always on top of the analytics and could explain in black and white what was and wasn't working. When you think that there can't be anything else to bring to the table, they pull another rabbit out of the hat.

Excited to see where the next few months take us on this journey. Highly recommend the team at Bottomline if you are looking for a new marketing plan.

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BNA Debt Solutions





BottomLine

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