

EASY EQUIPMENT FINANCING

Lead Generation & Digital Marketing Case Study

Client: Easy Equipment Financing

Industry: Equipment Financing & Commercial Finance

Project Type: Lead Generation, Digital Marketing & Growth Strategy

Agency: Solven Media

Services: Lead Generation, Digital Marketing, Social Media Marketing, Content Strategy, Paid Advertising, SEO, Google Business Profile, Organic Marketing, Conversion Strategy

PROJECT OVERVIEW

Easy Equipment Financing helps businesses access financing for the equipment they need to operate, grow, and scale.

The challenge was simple but important:

How do we consistently put the business in front of qualified potential borrowers and turn digital attention into real financing opportunities?

When Solven Media began working with Easy Equipment Financing, the focus was not on vanity metrics or simply generating website traffic.

The goal was to build a **lead generation system capable of producing a large volume of potential customers while keeping acquisition costs highly efficient.**

Through a combination of paid and organic marketing, targeted campaigns, content, digital optimization, and lead generation strategies, Solven Media helped create a system that generated **thousands of leads within months while operating on budgets in the hundreds of dollars.**

THE CHALLENGE

Equipment financing is a competitive market.

Potential customers are not simply looking for a company with a good-looking website. They are looking for:

- Competitive financing options
- Fast responses
- Simple application processes
- Trustworthy financing partners
- Solutions for their specific equipment needs
- A company that understands their business

The challenge was therefore to reach the right audience at the right time and give them a compelling reason to take action.

Easy Equipment Financing needed a marketing system that could:

- Generate a high volume of leads
 - Reach business owners actively looking for financing
 - Improve the company's online presence
 - Create trust before the first conversation
 - Reduce dependency on traditional lead sources
 - Make better use of limited advertising budgets
 - Create consistent opportunities for the sales team
 - Build a long-term digital acquisition system
-

OUR OBJECTIVE

Our objective was to build a **performance-focused digital marketing ecosystem** rather than rely on a single marketing channel.

We wanted to create a system where:

**Target Audience → Content/Advertising → Landing Experience → Lead → Sales
Follow-Up → Financing Opportunity**

Every part of the strategy was designed around one central goal:

**Generate more qualified opportunities without
unnecessarily increasing the budget.**

OUR STRATEGY

01. AUDIENCE TARGETING

The first step was understanding who actually needs equipment financing.

We focused the marketing strategy around business owners and operators who may require financing for equipment purchases, replacements, upgrades, or expansion.

Rather than marketing to everyone, campaigns and content were built around specific customer needs and financing situations.

This allowed us to create messaging that spoke directly to the problems potential customers were experiencing.

02. LEAD GENERATION

Lead generation became the core of the digital strategy.

We developed campaigns designed to turn attention into actual inquiries.

Instead of focusing purely on impressions, likes, or followers, we focused on the metrics that mattered to the business:

Leads.

Cost per lead.

Lead volume.

Lead quality.

Sales opportunities.

This performance-first approach allowed us to continuously identify what was working and put more attention behind successful campaigns.

03. PAID MARKETING

We strategically used paid digital marketing to reach potential customers at scale.

The key objective was not simply to spend more.

It was to make **every dollar work harder**.

Campaigns were optimized around:

- Audience targeting
- Creative testing
- Messaging
- Lead generation
- Campaign performance
- Cost efficiency
- Conversion opportunities

Instead of treating advertising as a fixed monthly expense, we treated it as a system that needed constant optimization.

04. ORGANIC CONTENT

Paid advertising was only one part of the strategy.

We also developed organic content designed to build credibility and educate potential customers.

Content focused on topics around:

- Equipment financing
- Business financing
- Financing misconceptions
- Equipment purchases
- Funding opportunities
- Business growth
- Financing education
- Common customer questions

The purpose was to make Easy Equipment Financing more than another financing company.

We wanted the brand to become a **useful resource for business owners**.

05. SOCIAL MEDIA PRESENCE

We strengthened the company's presence across relevant social platforms.

The goal was to create a consistent digital footprint where potential customers could discover the company, understand what it does, and develop trust before submitting an inquiry.

The content strategy combined:

Education + Trust + Brand Awareness + Lead Generation

This created a healthier relationship between the company's organic and paid marketing.

06. DIGITAL PRESENCE OPTIMIZATION

Lead generation doesn't stop when someone discovers the company.

The digital experience needs to support the decision-making process.

We worked on improving the company's online presence so that prospects could quickly understand:

Who the company is

What it offers

Who it helps

Why they should trust it

What they should do next

The goal was to remove unnecessary friction between discovery and inquiry.

07. CONTENT THAT SELLS WITHOUT FEELING LIKE AN AD

One of the important parts of our strategy was creating content that didn't constantly say:

"Apply now."

Instead, we created educational and problem-focused content.

For example:

A business owner may not wake up thinking:

"I need equipment financing today."

But they may be thinking:

"I need this equipment to take on more jobs."

That's where marketing needs to meet the customer.

We focused on the **business problem behind the financing need**, rather than simply promoting financing.

THE RESULTS

THOUSANDS OF LEADS. HUNDREDS OF DOLLARS IN MONTHLY SPEND.

The strategy produced a significant volume of leads while working with a relatively lean advertising budget.

Key Achievement

1,000s+

Leads generated

Advertising Investment

Hundreds of Dollars

In monthly marketing spend

Primary Outcome

High-Volume Lead Generation

Without relying on an enormous advertising budget.

The results demonstrated what happens when targeting, creative, messaging, optimization, and lead generation work together as one system.

THE REAL WIN

Generating thousands of leads is impressive.

But the bigger achievement was proving that Easy Equipment Financing could create a **repeatable digital acquisition engine** without needing to spend thousands upon thousands of dollars every month.

The focus shifted from:

"How much should we spend?"

to:

"How efficiently can we generate the next qualified opportunity?"

That change in mindset allowed the marketing system to become much more scalable.

FROM MARKETING TO SALES OPPORTUNITIES

A lead only becomes valuable when it can potentially turn into business.

That's why our strategy was built around the complete journey:

ATTENTION

A potential customer discovers the brand through content or advertising.

↓

INTEREST

They engage with the message because it relates to their business situation.



ACTION

They submit their information or make an inquiry.



FOLLOW-UP

The sales process begins.



OPPORTUNITY

The lead can potentially become a financing customer.

This meant our work was connected directly to the client's sales objectives rather than operating separately from them.

WHAT WE DELIVERED

Lead Generation

- Lead generation campaigns
- Audience targeting
- Campaign optimization
- Lead acquisition strategy
- Conversion-focused campaigns
- Performance monitoring

Digital Marketing

- Paid advertising
- Organic marketing
- Social media strategy
- Content marketing
- Digital brand positioning

- Campaign strategy

Content

- Educational content
- Financing-related content
- Business-focused content
- Social media creatives
- Short-form video concepts
- Lead-focused messaging

Digital Presence

- Online presence optimization
 - Social media optimization
 - Google Business Profile strategy
 - Brand consistency
 - Conversion-focused digital experience
-

THE SOLVEN MEDIA APPROACH

We Don't Chase Vanity Metrics.

A business doesn't grow because it got 50,000 impressions.

It grows because those impressions eventually create:

Leads → Conversations → Customers → Revenue

That's the philosophy we brought to Easy Equipment Financing.

Every campaign, creative, and strategy had one purpose:

Create measurable business opportunities.

WHY THE STRATEGY WORKED

The success came from combining multiple pieces instead of depending on one channel.

Strong Targeting

We focused on the people most likely to need financing.

Relevant Messaging

We connected marketing messages to real business problems.

Efficient Advertising

We focused on maximizing results from a controlled budget.

Consistent Content

We created educational content that helped build trust.

Continuous Optimization

Campaign performance informed future decisions.

Conversion Focus

The objective was always to move people toward becoming leads.

THE BIGGER PICTURE

Easy Equipment Financing is a strong example of what can happen when a business stops treating digital marketing as simply a way to "get visibility."

Digital marketing can become a **customer acquisition system**.

Instead of:

Post → Like → Follower

We built around:

Reach → Interest → Lead → Sales Opportunity

And that difference matters.

FINAL OUTCOME

Solven Media helped Easy Equipment Financing establish a digital marketing and lead generation system capable of producing **thousands of leads on a lean monthly advertising budget measured in the hundreds of dollars.**

The project demonstrated that effective lead generation isn't always about having the biggest budget.

It's about having:

The right audience.

The right message.

The right offer.

The right creative.

The right funnel.

And constant optimization.

PROJECT SNAPSHOT

Category	Details
Client	Easy Equipment Financing
Industry	Equipment Financing
Project	Lead Generation & Digital Marketing
Agency	Solven Media
Primary Goal	Generate qualified financing leads
Strategy	Paid + Organic Digital Marketing
Lead Volume	1,000s+
Monthly Ad Spend	Hundreds of dollars
Primary Focus	Lead Generation & Acquisition
Key Channels	Social Media, Paid Ads, Google & Organic Marketing
Outcome	High-volume lead generation with efficient spend

THE SOLVEN MEDIA DIFFERENCE

We didn't just help Easy Equipment Financing **get seen**.

We built a system designed to help the business **get opportunities**.

Because at Solven Media, we believe marketing should do more than make your brand look good.

It should help move the business forward.

YOUR BRAND DESERVES BETTER.