

## PERSONA-BASED MARKETING: PAWN PLUS

### The Scenario

The Pawn Loan industry is one of the least understood financial services businesses by consumers. Our client Pawn Plus was on a mission to raise awareness and reach a new audience of millennials, small businesses and higher income households.



### The T3 Approach

T3 strategically designed a robust digital presence for the brand that pushed the boundaries of its customer base, elevated the brand and promoted various services to new eyeballs via website design, paid online advertising and social media content curation. We started the journey with a persona definition exercise and the creation of a basic martech stack with Mailchimp, Slick Text, Custom Social Media Scheduler and a Lead Generation Platform.

### The Result

Increased web traffic  
by 20%

Outpaced Facebook  
average ad metrics

Started collecting  
leads and emails for  
database build

