

# WE'RE FOCUSED ON RESULTS.



## OVERVIEW

Eastern Credit Management Services has been providing debt collection services, legal actions, process serving and more since 1983 across Canada and the United States.

*We helped increase monthly leads by over 20% and increase monthly profits by 30% by integrating an SEO strategy and a well-targeted pay-per-click advertising campaign.*



## BACKGROUND

Eastern Credit Management Services has provided a service that every business needs at some point and time: collection services. A team built with face-to-face connections and traditional networking, ESMS has been known as one of Atlantic Canada's premiere collection agencies for almost 40 years.

Eastern Credit Management Services originally came to ICS looking to upgrade their existing website but we soon found an opportunity for a lot more. Since then we have not only created a website but we have become their ongoing marketing agency to help with monthly lead generation for the last two years.



*“We have done a lot of advertising in traditional methods with minimal results. When we decided to try pay-per-click we saw growth immediately. With our modest budget we were receiving 30-40 qualified leads per month which resulted in almost a 30% increase in profits. If it wasn't for this campaign, I don't think we'd be where we are today without ICS's help.”*

—Dave Creamer

Business Development Manager,  
Eastern Credit Management Services

## OUR SOLUTION

After reviewing the current situation we knew that we had to build a custom solution from the ground up for ECMS. The previous website was on an insecure server which was hacked frequently and also not responsive. We built a custom Wordpress website that is bilingual to help serve their customer base regardless of language. Housed in the website is a custom application form where people can submit claims and make payment through Interac. This solution was built using Moneris' custom API to ensure that all payments were encrypted and followed all guidelines required.

Shortly after the build, ECMS wanted to get more people to the website in hopes to increase revenue. This was achieved by integrating an organic SEO strategy paired with a pay-per-click campaign.

This strategy is still maintained by ICS today and we have seen an increase of over 800% in traffic since starting in the fall of 2018.

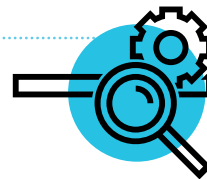
## HOW CAN WE HELP GROW YOUR BUSINESS?



## THE PROBLEM

Eastern Credit Management Services found themselves wanting to streamline their process by allowing people to submit applications online. With their existing website this wasn't an option since it was not on secured hosting and also not built to handle secured payment.

After understanding the needs and goals of ECMS we were not only able to build them a customized website that is responsive but one that had an application form with Interac payments through their banking portal. With a digital marketing strategy in place we were able to use pay-per-click advertising to get qualified leads through phone calls, form submissions and live chat.



**Search Engine Optimization**



**E-Commerce Development**



**Pay Per Click Ads**

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