



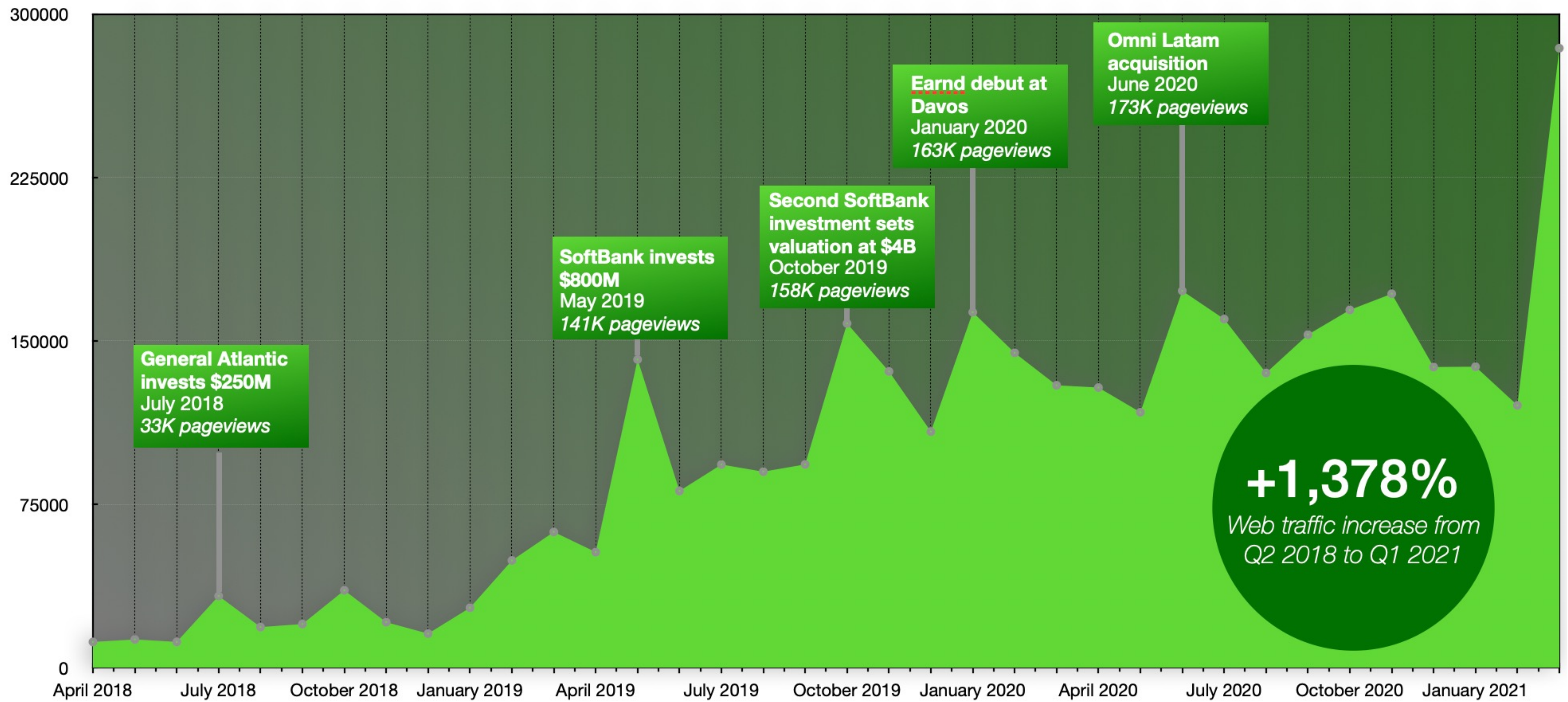
Greensill digital + content marketing

Building a \$4bn brand



The path to \$4 billion

Building brand value



greensill.com web traffic

Maintaining momentum to maximize growth



1,270%
*Increase in
LinkedIn followers
from 2019 to 2021*

200K
*Impressions per
month on
LinkedIn*

2.3X+
*Newsletter open
rate of 40%+ vs.
17% industry avg.*

832%
*Increase in
newsletter subs
— 2019 to 2021*

Social media + newsletter

Driving engagement with fresh content

Across-the-board growth driven by robust content marketing strategy

- **Whitepapers + thought leadership:**
25+ whitepapers, blog posts, insights and more published over two-year period
- **Personnel + recruitment features:**
20+ human interest stories that boosted company morale and helped recruit talent
- **Client stories + testimonials:**
Uplifting stories about finance from the people and small businesses that benefitted from it
- **External partnerships + engagement:**
Worked hand-in-hand with respected third-party industry agencies to boost our signal
- **Coordinated media strategies:**
Leveraged media expertise to maximize the global impact of corporate announcements

