

Work Case Portfolio.



A payment platform for
small businesses



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About Statrys.

Statrys is a SMB payment platform that provides a business bank account and a desktop & mobile payments platform where small business owners can open a business bank account faster than with traditional banks, and make smarter payments using modern payment methods. Statrys would later open a business registration arm where entrepreneurs can register companies and open accounts online quickly in Hong Kong, Singapore, and BVI.

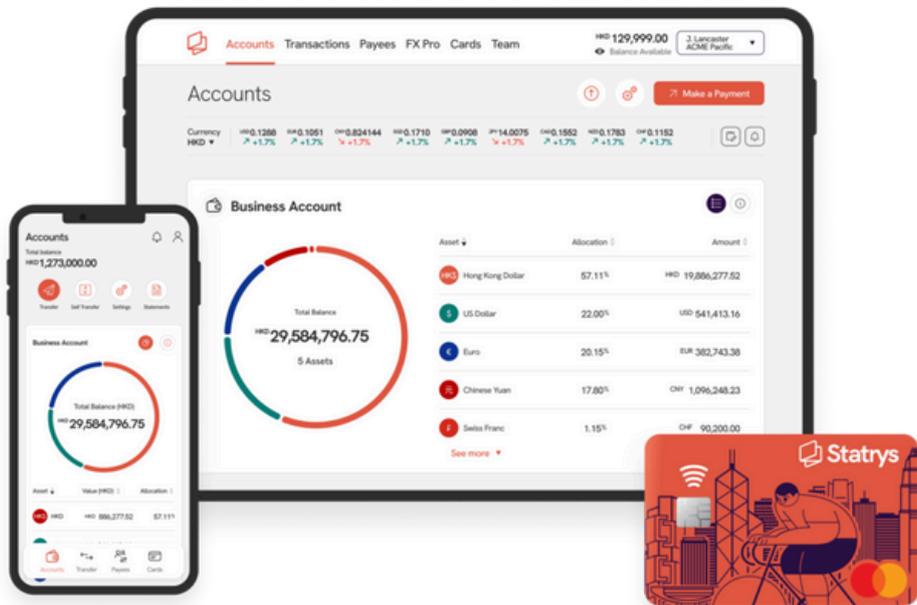
Competitors.



Our Marketing Stack.

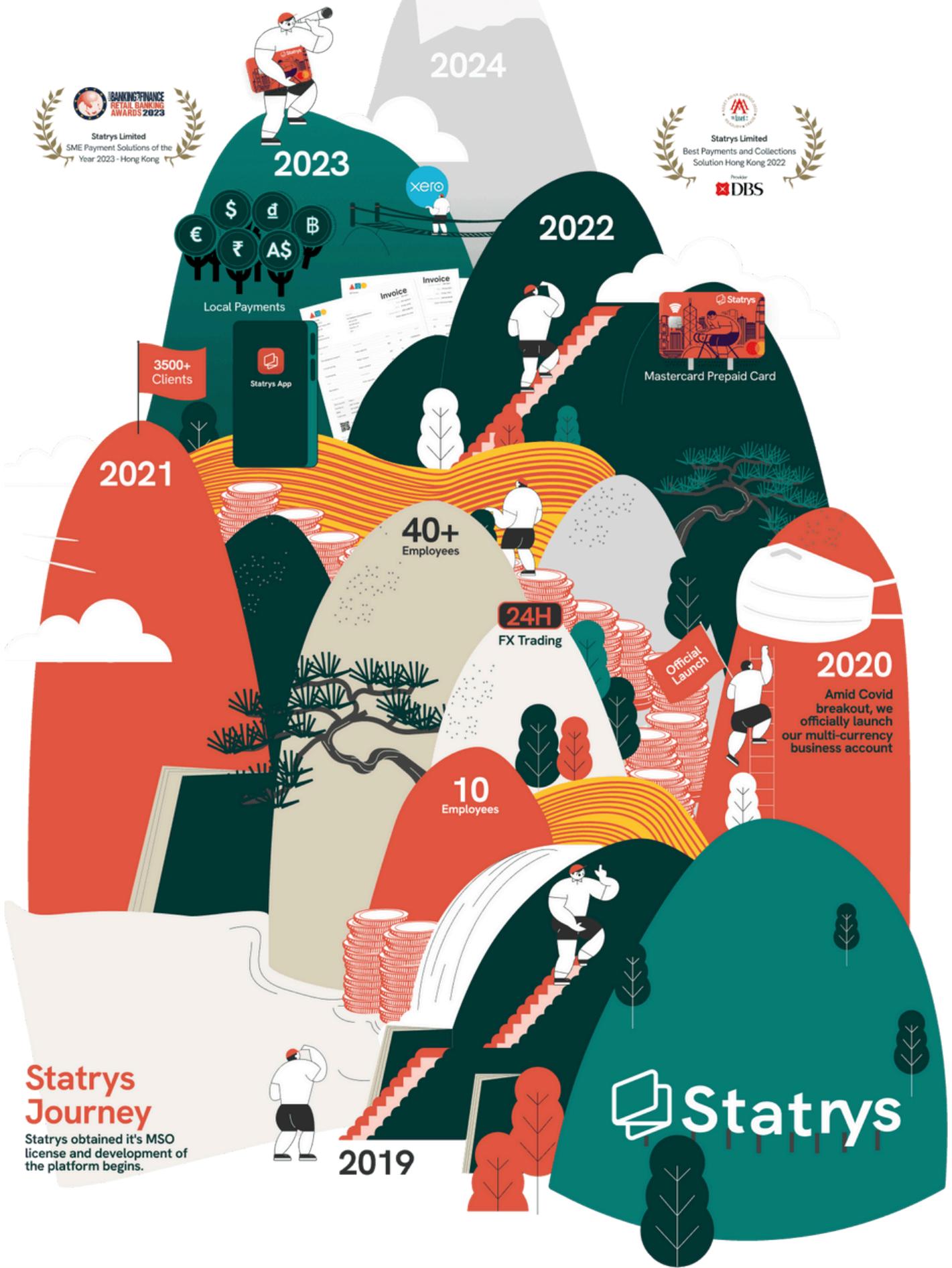
<p>SEO, SEM, & Paid</p> <ul style="list-style-type: none"> Ahrefs Search Console Google Ads Moz Facebook Ads LinkedIn Ads 	<p>CRM</p> <ul style="list-style-type: none"> Hubspot Zoho CRM 	<p>Email Marketing</p> <ul style="list-style-type: none"> Mailchimp 	<p>Dev</p> <ul style="list-style-type: none"> Figma Jira
<p>AI & Automation</p> <ul style="list-style-type: none"> Hubspot Workflows Autopilot Zapier 	<p>Website</p> <ul style="list-style-type: none"> GatsbyJS Prismic Google Tag Manager 	<p>Social</p> <ul style="list-style-type: none"> Hubspot Social Sprout Social 	<p>Content</p> <ul style="list-style-type: none"> ClickUp Trello

And a ton of free web tools 🌟





Company timeline.





Growth Strategy.

Statrys was originally a sales-oriented business with a team of 4 sales persons reaching out to newly registered companies on the Hong Kong Company Registry to offer it's business accounts. With the launch of the platform, there were clear opportunities to grow in digital marketing using SEO, SEM, and Content marketing. Since payment platforms are abundant, there was a lot of success references we could use to dictate our content, keyword research, design, product offerings, and more.

The strategy essentially meant that we can identify competing content, write our own content, and then work out what we can do to make that content better, resulting in SEO success and a remarkable increase in brand trust.

Marketing Cadence.

Website Articles

Blog Post

5x Weekly

Guides

1x Weekly

Reviews

2x Weekly

Comparisons

1x Monthly

Lead Generation

Whitepapers & E-books

1x Quarterly On-demand

Free Calculators

1x Bi-annually

Free Form Generators

1x Bi-annually

Email

Newsletter

1x Monthly

Product Marketing Campaigns

1x Quarterly On-demand

Product Updates

1x Monthly

Social Media

LinkedIn

1x Monthly

X/Twitter

1x Monthly

Facebook

1x Monthly

Youtube

as-needed

Ads

Google Ads

1x Monthly

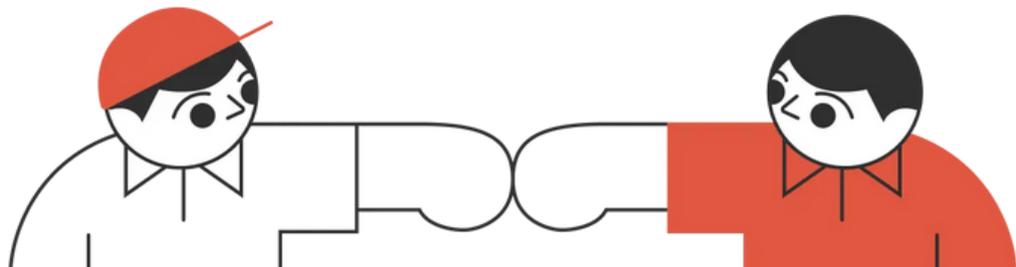
LinkedIn Ads

1x Monthly

SEO/SEM

Audit

1x Weekly





Content Ethos.

Competitors should be your guiding light in the beginning of any content strategy. Competitors, especially larger ones, have already done the research for what keywords or what content works. With tools like Ahrefs and SEMRush, you can spy on their work and identify articles to tackle from top-to-bottom. Once you have an idea of the content you need to write, simply write content that emulates what your competitors have, and once this is complete, now you need to think how you can improve the content so that it beats your competitors.

Content Process.

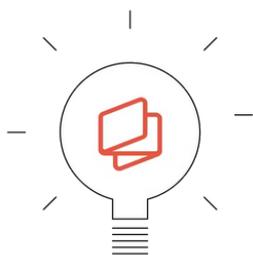
1. Research

Just punch in your competitors to your SEO software of choice and identify their highest performing content

URL	Status	Traffic	Change	Value	Change	Keywords	Change	Top keyword	Volume	Position
https://www.airwallex.com/au/blog/best-business-bank-accounts-australia		1,961	68.8%	\$4.2K		963		best bank for small business	400	1
								best business bank account	600	1
https://www.airwallex.com/au/blog/cnh-vs-s-cny-the-differences-in-chinese-renminbi		157	5.5%	\$0		96		cnh currency	1.5K	11
								renminbi vs yuan	4.5K	16
https://www.airwallex.com/au/blog/how-long-does-international-travel-transfer		78	2.7%	\$69		94		how long does international	150	6 +1

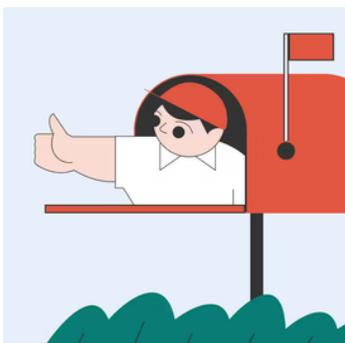
3. Improve

Now that you have something similar to competing content, now it's time to think outside the box, what can help us beat their content?



5. Publish

Publish it live, and make some fan-fare around it. Share it on social media, push the URL to Google Search Console for crawling, and add it to your newsletters.



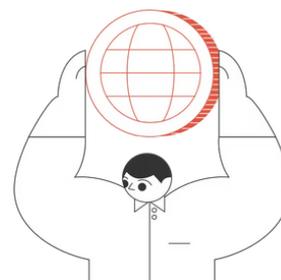
2. Write

Emulate that content so that you hit all the topics that your competitor has. You're not copying, you're writing it in your own words. AI can't help you here.



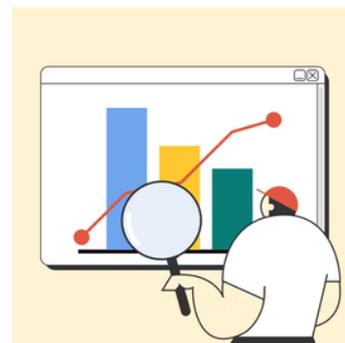
4. Migrate

Migration time, use this moment to drop your content into your CMS of choice and start adding all the features and SEO requirements.



6. Revisit

Put a task on your calendar to revisit the content 3 to 6 months later to assess its performance and see whether it needs updating, or whether the competitor has upgraded their content since then.





SEO Ethos.

Search Engine Optimization is not a clear-cut formula that can be copied or "figured out". SEO is a set of best practices that when used appropriately, **improves the user's experience** which can result in exponential growth in traffic, lead generation, and engagement. SEO is a long term strategy that must be taken seriously, with patience, and probably more patience.

SEO growth.

At Statrys the SEO strategy began as a content-heavy strategy on an outdated website with an inadequate onboarding experience. As the content began competing with our top competitors and user acquisition started to grow quickly, we then redesigned the website and the product to meet a modern user's expectations for a modern payment platform and increase conversion rate.

Performance

- Referring domains
- Domain Rating
- URL Rating
- Organic traffic
- Organic traffic value
- Organic pages
- Paid traffic
- Paid traffic cost
- Crawled pages



Results.

Monthly Organic Growth **~183%** Domain Rating Growth **~89%**

Referral Page Growth **~388%** Avg. Traffic Value **~\$109,636**

Keyword Rankings.

Top 3 SERP **~3,301**

Top 10 SERP **~17,504**

Top 20 SERP **~30,313**

SEO Today. As of April 15, 2024

Backlink profile

DR ⁱ
58 +5
AR 364,662 ▲203,266

UR ⁱ
21

Backlinks ⁱ
12.7K -231
All time 160K

Ref. domains ⁱ
1.7K +34
All time 4.9K

Organic search

Keywords ⁱ
102K +706
Top 3 2.8K -108

Traffic ⁱ
157K -23.3K
Value \$107K -52.8K

Paid search

Keywords ⁱ **0**
Traffic ⁱ **0**
Ads 0 Cost N/A



Top Keywords.

It's very rare for our audience to search specifically for "business bank accounts" when their immediate need is to transact money cross-border to or from their new small business. It was key for Statrys to capture customers in the midst of their frustrations with old-school banking headaches. Trying to remember routing numbers, figuring out what a proof of address was, or which banks are best are common search terms a small business might use in order to meet their early payment challenges, which is where Statrys can help quickly and efficiently.

78,693 keywords 📅 22 Mar 2024 Compare with: 22 Feb 2024 🔍 Filters

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
+ chase bank routing number	3	21.0K	31	N/A	7,474	+7,432	0	6 → 1	▲5
+ truist routing number	3	13.0K	11	N/A	1,496	+43	0	3	
+ receipt of payment	4	4.9K	22	1.08	1,075	+562	0	1	
+ international banks	1	2.5K	47	2.38	1,029	+112	0	1	
+ bmo harris routing number	3	8.1K	3	N/A	549	+255	0	4 → 3	▲1
+ td bank routing number fl	2	1.7K	22	4.36	441	+429	0	4 → 1	▲3
+ wells fargo routing number	2	86.0K	33	N/A	380	+238	0	6 → 5	▲1
+ wells fargo routing number texas	2	5.9K	25	N/A	294	-84	0	4	
+ td bank routing number sc	3	900	22	N/A	291	+286	0	4 → 1	▲3

Yes, we nearly consistently beat the banks at their own keywords

We just had better content and a user-friendly website

[Here's the bank's article.](#)

[Here's a Statrys article.](#)

How did we achieve this?

We blogged.
Hard.

Of the 166,000 organic traffic Statrys gets every month...

Roughly 147,000 arrive at the blog first.

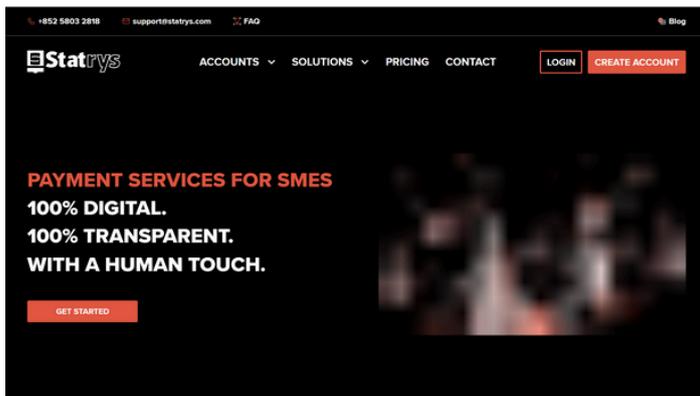


Time for a refresh.

Once consistent organic growth was achieved, the new challenge was to improve the user's experience both on the website, and on the platform. A major reconstruction was put into place to rebrand Statrys and rethink the entire UX/UI of the company. Heatmapping, peer studies, and a new CMS led to a renewed website experience that offered more engagement with visitors than the previous website had. In-line with the website, UATs and Beta testing led to a more modern and streamlined user experience for both the platform and the onboarding environment.

Here's what the brand refresh looked like.

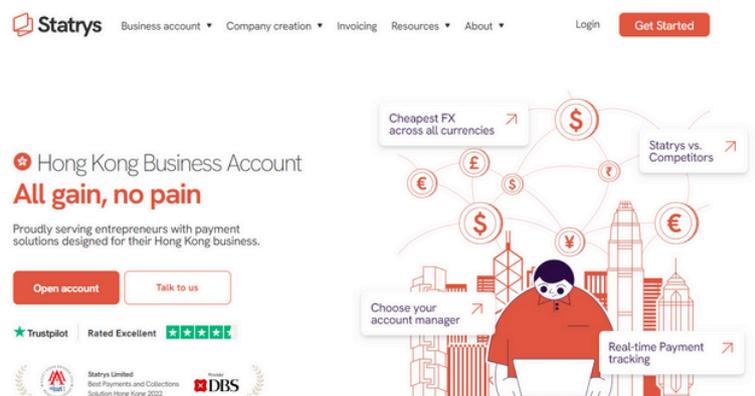
Old and busted.



OUR SERVICES

<p>MULTI-CURRENCY ACCOUNT</p> <p>A Hong Kong Business Account</p> <p>Multi-currency (HKD, USD, EUR, CNY, GBP, JPY, SGD, CHF, AUD, NZD, CAD)</p> <p>READ MORE</p>	<p>SINGLE-CURRENCY ACCOUNT</p> <p>Unique account number</p> <p>Receive / make Payments locally</p> <p>Available in Euro</p> <p>READ MORE</p>	<p>FOREIGN EXCHANGE</p> <p>Real time exchange rate</p> <p>Low spread fees</p> <p>Spot and forward order</p> <p>READ MORE</p>	<p>PAYMENT CARD</p> <p>Debit Mastercard</p> <p>Linked to your Multi-Currency Account</p> <p>READ MORE</p>
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New hotness.



Your Statrys Journey

Get Started

Fast, Easy, Online

00:00' Start Application

06:34" Done!

“ Their approval and onboarding process is simple and transparent. Smooth, streamlined, polite. Well done guys.”

L. Joseph
@LJ

★ Trustpilot Rated Excellent

★ Average application time in 2023

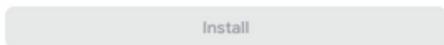


Statrys

A new design is half the battle, here's what powered it.

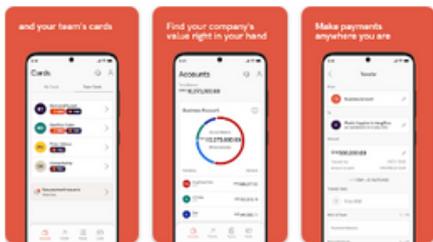


1K+ Downloads
Everyone



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This app is available for all of your devices



About this app

Manage your Statrys payment cards on the go in one app. With Statrys, you can infuse your business with the



The sister app launched.

Which meant we needed to go with a headless CMS to handle multiple frontends in one API database.



```
index.jsx
import * as React from "react";
import { PrismicRichText } from "@prismic/react";

export default function Hero() {
  return (
```

Frameworks

- Next.js
- Nuxt
- SvelteKit



We could have stuck with a basic headless framework.

Instead, because we're SEO-oriented and page performance is key, we decided to roll-up our headless framework into GatsbyJS so we can deploy optimized web pages quickly.



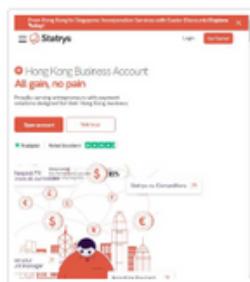
(Also we had devs who already knew React, so we got lucky)



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

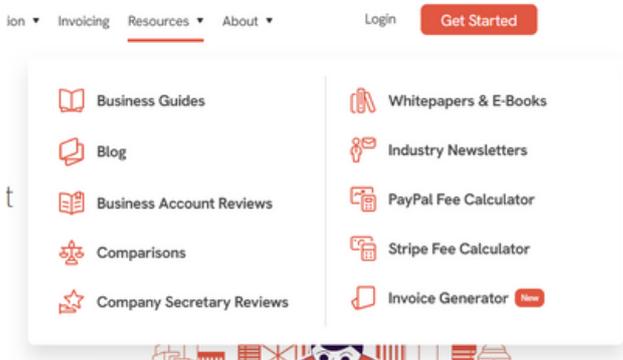




Conversion Rate Optimization.

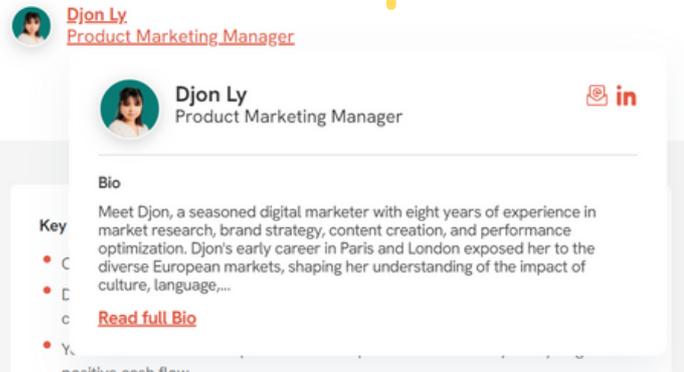
With a new CMS and a larger marketing team, we took apart the user journey and improved everything we could piecemeal. Utilizing analytics, customer surveys, listening in on account management calls, and studying competitors, we were able to identify areas for improvement and tackled them one item at a time. This is a process that will never end.

Here's just a few examples of things we did to improve user engagement (and therefore conversions)

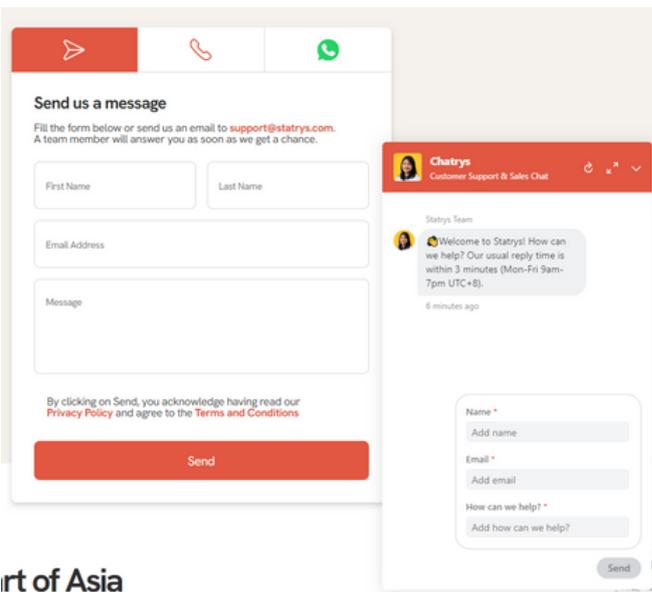


We expanded from blogging to a wider array of resources like free web tools, reviews, whitepapers, etc.

We also gave authors a lot more visibility and showed off their credentials, it added trust-factor to our posts.



We expanded the number of ways customers can get in touch with us



```
<script type="application/ld+json" data-react-helmet="true">
  {"@context":"https://schema.org","@type":"BreadcrumbList","itemListElement":
  "Resources","item":"https://statrys.com/ecommerce"}}
</script>
<script type="application/ld+json" data-react-helmet="true">
  {"@context":"https://schema.org","@type":"Article","headline":"How Eco
  meta.png?ixlib=gatsbyFP&auto=compress%2Cformat&fit=max"},"datePublishe
</script>
```



We added schemas when and where we could. (it helps a lot)

And probably 100 other things we tried.



Meet the Dream Team.

As mentioned in the beginning, SEO is not a skill nor a formula than can be replicated, it is a set of best practices that everyone in the organization should adhere to at some level. Therefore, SEO is the summation of best practices across multiple disciplines and teams.

That being said, meet the growth team at Statrys.

↩ When I was there



Alex Santafé

Creative Director



Alex was previously my manager at Glue Up, after joining Statrys I convinced the company to hire Alex onto the team as he had the vision and skills needed for a proper brand refresh and extensive leadership experience to take it beyond. Everything you see on the website was designed by him. He's also a top-notch HTML and PHP developer.

Reports

Digital Marketing Executive
Product Marketing Manager
Frontend Developer (MKT)



Djon Ly

Product Marketing Manager



Djon started off as a performance marketing and media manager, launching paid campaigns and engaging with PR and media networks. Later promoted to Product Marketing Manager when the new platform and sister app launched, she now owns all product information and works closely with the product team to launch product-oriented marketing campaigns.

Reports

Content Writer
Paid Media Manager



Robert Rafferty

Digital Marketing Executive



Robert (that's me) managed all the SEO content and growth initiatives for Statrys. The scope of the role grew larger to encompass all future front-ends and user acquisition touchpoints. I managed a team of 4 content writers to produce content at an accelerated pace and was heavily involved with product development and CRO initiatives.

Reports

Content Writer
Junior SEO Manager



Pankaj Verma

Chief Technology Officer



While not part of the growth team, Pankaj as CTO represents the enormous support the marketing team had from the dev teams in regards to marketing development. Even as the marketing team would later hire our own internal developers, the dev team still played a major role in supporting us.

And shout-out to the probably ~20 marketing interns that were really awesome throughout the years.



Thanks for reading.

This was just a few examples and explanations of my methodology at Statrys. Of course, there was a lot more involved like running marketing automations, email campaigns, social media management, and other typical marketing responsibilities. I see growth marketing as a summation of solid long term strategy and leadership, rather than a string of high-performance campaigns, and I hope that this portfolio shows this clearly.



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