

# Enhancing Credit Solutions for MSMEs



## OVERVIEW

Our client provides specialized financial services focused on assisting MSMEs to secure business loans and mortgage financing at competitive rates. They aimed to connect with founders of MSMEs interested in enhancing their credit limits and restructuring existing loans to facilitate business growth.

**Client Industry:** Financial Services

**Size:** Mid-sized

**Challenge:** Engaging MSME founders to discuss enhancing credit limits and loan restructuring.

**Objectives:** To identify and engage MSME founders through targeted outreach, offering them services to optimize their financing costs and expand their operational capabilities.

## APPROACH

We initiated our strategy by utilizing LinkedIn Sales Navigator to identify founders within capital-intensive industries likely to require enhanced credit services. A direct messaging campaign was employed to engage these prospects, inquiring if they were considering enhancing their credit limits or restructuring their loans to achieve lower interest rates. This approach was designed to directly address the financial pain points of these businesses, offering timely and relevant financial solutions. Our messaging was tailored to highlight potential savings and financial health improvements, making it highly relevant and compelling.

**Strategy Used:**

- LinkedIn Sales Navigator for targeted prospecting
- Direct messaging for engagement.

**Challenges & Solutions:** Despite high competition in financial services messaging, our campaign achieved significant traction by emphasizing customized financial solutions and immediate benefits.

## RESULT

**Our targeted approach led to a high level of engagement:**

- Connection Acceptance Rate: Over 60%, indicating strong interest in the proposed financial solutions.
- Warm Leads Generated: 50-60 per month, demonstrating effective reach and messaging relevance.
- Sales Qualified Leads: 20-25 per month, reflecting high potential for conversion into active clients.

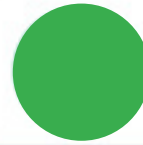
**Key Outcomes:** Established a pipeline of highly qualified leads, set the stage for significant loan restructuring deals and credit enhancements.

**Client Impact:** Enabled MSMEs to access more favorable financing options, promoting business growth and financial stability.

## RESULT



**Over 60%**  
Connection Acceptance Rate



**50-60**  
Warm Leads



**20-25**  
Sales Qualified Leads

## DURATION



**Ongoing**

## CONTACT US

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