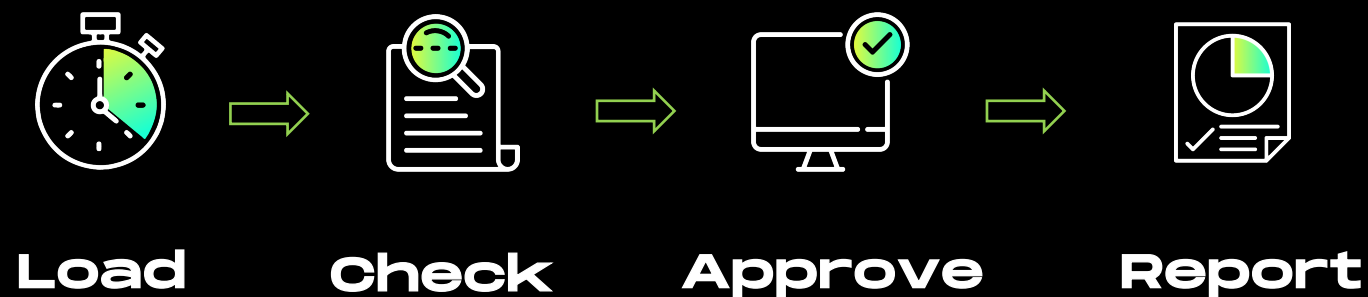# Digital Marketing
Case Study

Client: Traydstream
Industry: Fintech

About the client

- By trade experts for trade experts

- Automated trade document checking for Banks & Exporters

- Powerful AI driven platform by Trade expert for trade experts

**Load** → **Check** → **Approve** → **Report**

TRAYDSTREAM

Problem Statement

- **Limited Brand Awareness:** Traydstream, a promising entity in the trade finance technology sector, suffers from a lack of significant brand recognition within its industry.

- **Struggle for Industry Leadership:** Despite offering innovative solutions, Traydstream faces challenges in establishing itself as an industry leader.

- **Social Media Visibility:** Inadequate presence on social media platforms, particularly LinkedIn, inhibits Traydstream's ability to effectively engage with key stakeholders, including potential clients, industry experts, and thought leaders.

- **Trust and Credibility Deficit:** The limited visibility impedes Traydstream's efforts in building trust and credibility among its target audience, which adversely affects its growth potential and market share.

Proposed Solution

- Define Objectives:
  - Increase brand visibility
  - Generate leads
  - Establish thought leadership in trade finance technology
- Content Strategy:
  - Tailor content to LinkedIn's professional audience
  - Focus on trade finance, tech trends, regulatory updates, and case studies
  - Showcase Traydstream's expertise and success stories
- Thought Leadership Campaigns:
  - Feature industry insights, whitepapers, and webinars
  - Collaborate with industry influencers for wider reach and credibility
- Engage with Target Audience:
  - Participate in industry discussions
  - Respond to comments and inquiries promptly
  - Encourage employee advocacy on personal LinkedIn profiles
- Visual Content and Infographics:
  - Use visually appealing formats for complex concepts
  - Increase engagement and shares on LinkedIn
- Paid Advertising:
  - Allocate budget for targeted LinkedIn ads
  - Utilize sponsored content, display ads, and InMail campaigns to promote products, services, and thought leadership content.

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TRAYDSTREAM

LinkedIn Followers

| 1000+ Followers	2500+ Followers	5600+ Followers
2022	2023	2024
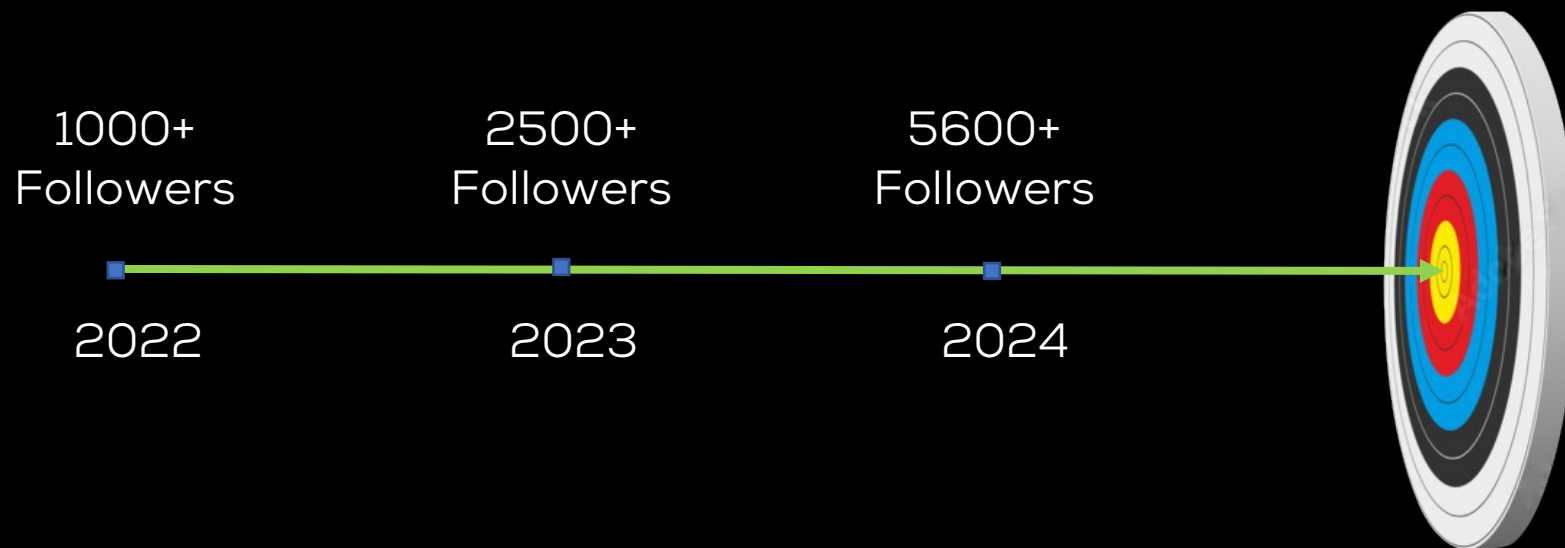
- New strategies that resulted in a fivefold increase in followers.

- In which 80% of the followers are decision-makers and trade finance enthusiasts

LinkedIn Engagement

Page		Total engagements
1	Traydstream	7,380
2	Cleareye.ai	1,926
3	TradeSun®, Inc.	1,255
4	Conpend Ai	399

New strategies that resulted in a sevenfold increase in engagement compared to competitors.

LinkedIn to Web traffic

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35000	
30000	
25000	
20000	
15000	
10000	
5000	
0	
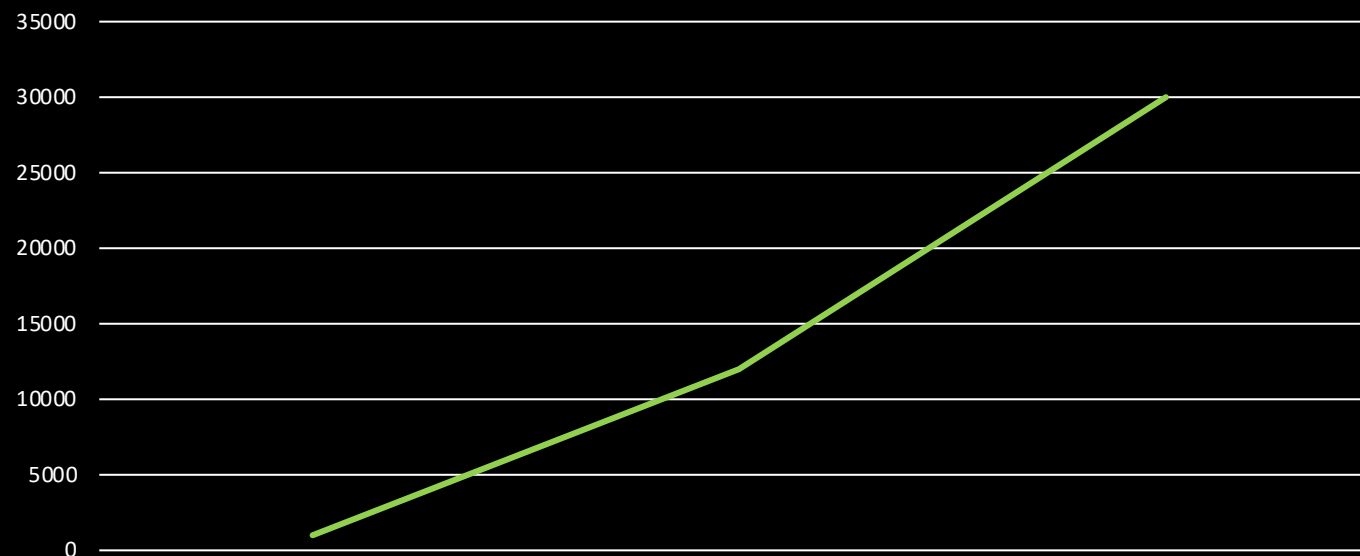
- New strategies have led to an increase in website traffic from 1,500 to 30,000.
- Visitors form 100+ countries

TRAYDSTREAM

Progressive Results

Engagement Growth
Achieved substantial growth in LinkedIn engagement, fostering a vibrant community around Traydstream.

Thought Leadership Impact
Established Traydstream as a thought leader in trade finance through insightful content and industry contributions.

Networking Opportunities
Leveraged LinkedIn to create valuable networking opportunities within the trade finance ecosystem.

Positive Audience Feedback
Received positive feedback and interactions from the LinkedIn audience, indicating resonance with our brand message.

Lead Generation Success
Generated significant leads and business opportunities through strategic LinkedIn activities.

Effective Content Strategy
Implemented a dynamic content strategy that resonated with our target audience, driving both engagement and brand loyalty.

Competitive Edge
Gained a competitive edge in the trade finance market by leveraging LinkedIn as a key platform for industry influence.

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TRAYDSTREAM

APPENDIX
REFERENCE CREATIVES

REFERENCE CREATIVES

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TRAYDSTREAM — traydstream.com

Navigating the complexities of Maritime tracking

Seamless APIs to access in-depth data around logistics, compliance, vessel movements and container / BL tracking

traydstream.com

The World's Most Advanced Trade Check:
That's the goal each day, every day

TRAYDSTREAM

TRAYDSTREAM — traydstream.com

Igniting the Unstoppable Momentum!

2M+
Documents processed

$20B+
Value

Driving Efficiency Across
19 Global Markets

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