



HANKZARIHS
ASSOCIATES

CASE STUDY

PROPERTY FINANCE SUCCESS: HANK ZARIHS ASSOCIATES

Expanding Horizons, One Brick at a Time

FOR MORE INFORMATION,
CONTACT US



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Broxbourne, Essex



HANKZARIHS
ASSOCIATES

Client:

HANK ZARIHS

Year

2008

Category:

Financial Service

Revenue:

\$500k - \$1M

ABOUT CILENT

Hank Zarihs Associates, led by Managing Director Shiraz Khan, started with a mission to revolutionize financial intermediation. Specializing in development and investment funding, they provide fast, customized solutions for every project. Their deep market expertise and thorough due diligence ensure that projects are presented perfectly to satisfy lending institutions. With a streamlined process, Hank Zarihs Associates makes getting funding quick and hassle-free, so developers and investors can focus on what they do best. Their commitment, knowledge, and passion make them a trusted partner in helping clients achieve financial success.

PROBLEMS

As a small organization, Hank Zarihs was challenged with the feast or famine sales cycle. They needed to drive growth, but the owners were doing all the selling and then doing the implementing of the solutions.

1. Reaching the Right Audience

The sales team needed help to connect with the right decision-makers in the property development sector. Despite having a strong product portfolio, their messages did not reach those seeking funding solutions.

2. Generating High-Quality Leads

Generating a steady stream of high-quality leads was another significant challenge.

3. Resource Constraints

The senior team was already stretched thin with managing ongoing projects and maintaining client relationships, leaving little time for consistent marketing efforts.

FOUR STEPS

THE PATH TO REVENUE

The Path to Revenue of Financial Services" encompasses creating products, identifying markets, promoting and selling, attracting customers, delivering services, collecting payments, managing risks, ensuring compliance, leveraging technology, and retaining customers to drive revenue growth.



Customer-Centric Approach

Marketing Crows help you build strong relationships with personalized, timely, and relevant emails that resonate with your target audience.



Maximize Your Reach

Our expertise ensures 99% email deliverability, getting your message in front of more customers.



Qualified Leads Guaranteed

We guarantee a minimum number of qualified leads per month, ensuring our email marketing services deliver tangible results.



Results-Driven Campaigns

Our clients see an average 25% increase in open rates and 30% boost in conversions with our email marketing services.

SOLUTIONS

Marketing Crows built the revenue growth strategy for HankZarih's associates, and we delivered a fractional sales team to help find their first of many customers. We implemented our proven Get More Growth method.

1. Define your Value

Our philosophy is to not only sell your product but also to inspire and captivate the audience. We identified the value proposition and how to communicate it to the market.

2. Setup a Perfect Cold Email Structure

We created a well-structured cold email framework that ensured a 90% email deliverability rate. By focusing on email hygiene, personalized messaging, and strategic timing, we maximized the chances of our emails reaching the inboxes of potential clients.

3. Focus group

We identified the Ideal Buyer profile, their industries, motivators, and business profiles.

4. Structured Email Strategy

We designed and executed a structured email campaign strategy that aligned with the client's sales goals.

BENEFITS

Marketing Crows identified loopholes in the outreaching strategy and replaced them with a Multichannel Direct approach. We delivered 20 Booked sales calls monthly helping them close \$1M in the first 3 months.

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Working with Salman Tahir has been great, he's a pleasure to work with! He's extremely knowledgeable and always comes up with great ideas. I'd recommend Salman to anyone!

SHIRAZ KHAN - MANAGING DIRECTOR

WORKING WITH US, PROVISION ACHIEVED A

↑ **1M** 
Improvement in REVENUE over 90 days

WORKING WITH US, PROVISION ACHIEVED A

↑ **20** 
BOOKED SALES CALLS

A Partnership between



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