

# ZEUS CROWDFUNDING

Studio Brand revamped the website for Zeus Crowdfunding to provide a strong foundation for their digital footprint.

## GOALS

- Develop and design a new website for Zeus Crowdfunding that is reflective of the level of service they provide and entices new users with engaging content.

## APPROACH

- Implement a contemporary design to establish a sense of credibility for the user.
- Include multiple web applications to expand the utility of the website and educate visitors.
- Highlight a new press feature that provides engaging content for users and promotes further thought leadership by the Zeus brand.

## RESULTS

- Studio Brand provided Zeus with a fresh and dynamic website designed by our in-house experts.
- Set a new standard for content regarding crowdfunding and other Zeus-related subject matters that drive new business.
- Improved web activity across all metrics, including users by 75 percent and lowered bounce rates by 8 percent.
- Allowed for an average of 1,500 new users monthly and increased overall session time.

## THE CURRENT SITUATION

Zeus CrowdFunding is the fastest real estate crowdfunding lender in the United States. In 2016, they launched an online crowdfunding platform. They are funded proportionately by institutional and private investors, specializing in short-term, event-driven, or project-driven real estate opportunities aligning borrowers and investors. Zeus offers their Z-Crowd™ investors attractive risk-adjusted returns in semi-liquid investments while providing guarantees for the preservation of capital. In 2018, Zeus was in need of a website that reverberated the look and feel of their brand and could communicate their services with a variety of user-friendly web applications.

## THE SOLUTION:

Studio Brand designed and developed a website that utilized modern design elements making it easier to consume while integrating user-interactive dynamic imagery. The main objective was to provide Zeus with a web-based platform to educate potential borrowers about the various services and capabilities of the firm. In addition, Zeus was

INDUSTRY: PROFESSIONAL SERVICE

YEAR: 2017

SERVICE SCOPE: WEBSITE DESIGN

PROJECT TEAM:

BRAND DEVELOPMENT - CONTENT MARKETING

hoping to transition their current site away from the brochure-style design to a more product/service driven entity. Studio Brand positioned Zeus as the thought leaders of their industry and provide a foundation for how their brand interacts directly with the consumer.

## PROJECT GOALS AND OBJECTIVES

Studio Brand's primary objective for Zeus was to strengthen user engagement through impactful and dynamic imagery that captivates its audience. This was accomplished through the implementation of highly interactive content that is designed to educate and inform the user about Zeus and the unique advantages for potential borrowers. This is encompassed by a series of rich media that provides users with helpful information about various services from Zeus. The secondary objective was to fully implement a press page that focuses on the current ongoings of the industry and keeps the users informed about Zeus and crowdfunding in general. By utilizing the objectives presented above, Studio Brand's overarching goal was to drive traffic and generate a new portfolio of clients.

## MEASURE OF SUCCESS

Performance on each platform is monitored daily, and analytics reports are created monthly. Using Google Analytics to evaluate various metrics allow Studio Brand to track and explore how the website redesign helped generate traffic and encourage engagement.

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I was very impressed with the thoroughness of Studio Brand's design and development teams to bring Zeus' website some new life and increase traction for new leads!

—Kathy Bilyea, Director of Programs & Marketing, Zeus

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