

Case Study

CSALB

Mediates difficult situations
between clients and
financial-banking institutions



Centrul de soluționare alternativă
a litigiilor în domeniul bancar

THE COMPANY

CSALB facilitates constructive dialogue between parties and promotes alternative dispute resolution, avoiding costly and protracted litigation in the courts.

By providing information and educational resources, CSALB contributes to increasing awareness and understanding of rights and responsibilities in the banking sector, thus promoting a healthier relationship between clients and financial institutions.



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THE CHALLENGE

For CSALB, the challenge lay in the fact that the videos published on their YouTube channel were garnering low views, despite significant investments of time and financial resources in their production. Although CSALB provided a wide range of valuable topics for the audience on their YouTube channel, including podcasts and informational sessions, the lack of an SEO optimization strategy on YouTube hindered access to these resources for interested individuals.

To address this challenge and leverage the potential for increased visibility and online impact, CSALB chose to collaborate with an experienced marketing agency. The primary objective was to develop and implement a YouTube SEO optimization strategy, enabling the videos to reach broader audiences and grow sustainably.

OUR APPROACH

To address the challenge faced by CSALB, we've developed a comprehensive, multi-channel strategy based on auditing their existing activity.

Firstly, we crafted a detailed SEO optimization strategy, involving a careful analysis of trends and target audience preferences. Subsequently, we pinpointed the most popular existing clips on the CSALB channel, as well as those with high potential, and embarked on the SEO optimization process,

considering elements such as titles, descriptions, tags, chapters, and thumbnails to make them more accessible to search engines and, consequently, to the interested audience.

Additionally, we integrated into our strategy the promotion of content from the CSALB Podcasts series, recognizing their potential to engage and educate the audience in a different way. By creating paid campaigns around the new episodes, our objective was to attract as wide an audience as possible, thereby contributing to increasing the visibility and overall impact of the CSALB channel.

Another important component of our approach was the use of the YouTube Shorts platform, a way to reach a new audience and increase content visibility. By adapting and optimizing the content in Shorts format, we had the opportunity to reach a broader audience, including those with a shorter attention span, and to strengthen CSALB's position as a thought leader in the field of online financial education.



RESULTS

The results of SEO optimisation have not been delayed, as evidenced by the monthly reports: consistently, the top-viewed content includes old videos with evergreen information that have been SEO optimised. These videos attract a considerable number of views each month, indicating that the audience discovers and accesses them regularly through YouTube searches. This is clear evidence of the success of the SEO optimisation strategy, which has made previously invested significant resources into more accessible and relevant for the audience.

Moreover, the implementation of SEO, Social Media, and Paid Media strategies has brought tangible results for CSALB in terms of the number of YouTube channel followers: in 2023, they recorded a 20% increase in followers.

By continuing efforts to optimise each new video posted, integrate short-video materials, and promote relevant content through paid means, CSALB is well-positioned to continue its growth and consolidate its relevance in the field of financial education in the online environment.



We are looking forward to helping you and your business achieve remarkable results!

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