

How the IDM Group's DebtBusters made a smooth transition to a new-look website

Customer profile

DebtBusters is the largest debt counselling company in South Africa. They help overindebted consumers regain control of their financial lives by negotiating with creditors to extend terms and lower interest rates, consolidating consumers' debt to help them steer clear of predatory lenders, and coaching them to better manage their finances — all part of the formal debt counselling process introduced by South Africa's National Credit Act.

Customer need

DebtBusters needed their website to offer a simpler, clearer, and more reassuring user experience. Their existing website had a dated look and feel and was, in some places, hard to navigate. This was a problem given the large amount of content on the website. To solve this, DebtBusters needed a fresh visual language, an information architecture audit, and easier navigation.

In addition, DebtBusters' marketing team needed to be able to roll out landing pages faster. DebtBusters had an impressive paid ad and partnership operation, and every campaign needed a dedicated landing page with callback form. In the past, the marketing team had to go to their developers every time they needed a new landing page, which slowed them down. Given the fast-paced nature of DebtBusters' industry, it was essential to get tooling that would let them move faster.

It was essential that the new website be highly reliable, and that the transition to it minimise risk.

The website and landing pages represented DebtBusters' primary lead capture mechanism. Any downtime or technical issues during or after the transition to the new website would result in missed leads — something to be avoided at all costs. The website and landing pages received massive traffic, not to mention spikes due to TV ads or special campaigns, so the infrastructure needed to be robust, scalable, and secure. Furthermore, the DebtBusters website had built up a significant search engine reputation through its extensive, high quality content. Any changes to the website's information architecture, navigation, and URL structure had to be carefully planned, with redirects set

up where necessary, to minimise a drop in search rankings.

Entle and Uku Inbound's solution

Entle worked closely with marketing and HubSpot experts Uku Inbound to deliver an integrated solution. Highlights included:

- **A fresh visual language, simplified information architecture, and easier navigation for the website** to make it easier for prospects and customers to find what they were looking for.
- **HubSpot setup and deep integration**, both into the website and into DebtBusters' internal lead capture systems to allow the marketing team to utilise the full power of HubSpot for their pre-sales customer engagement.
- **Empowering the marketing team to create landing pages themselves with HubSpot** to let them roll out campaigns in record time. Now, they only needed help from developers when they were launching a completely new-layout landing page. Other landing pages could be created in minutes.
- **Zero downtime and minimal search reputation impact** in the transition to the new website, through a careful content and infrastructure audit.
- **Serverless infrastructure and a statically-rendered website** to ensure high availability, massive scalability, and improved security.

Impact

Says Amelia de Milander, marketing manager at DebtBusters: "Johannes and his team are not just run-of-the-mill website developers. Their scientific approach, combined with a deep understanding of brand and user experience, make them an absolute asset to any marketing team."

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