



THE CONTENT EXPLOSION

# 2,000 Assets, One Brand, *70% Growth*

**After supporting their SEO/content strategy for more than a year and delivering a 46% increase in organic traffic, MPOWER Financing, a global fintech organization for international student financing, knew they could count on Overdrive for help.**

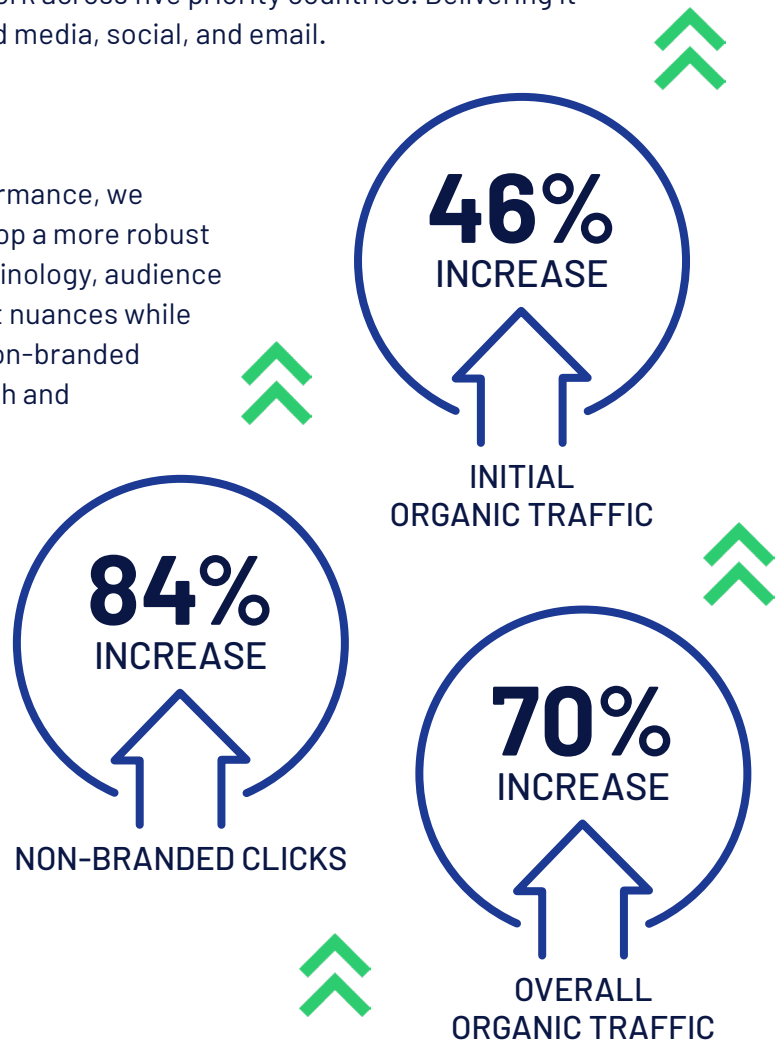
We developed a multi-channel content framework to boost visibility and engagement. The goal: double organic traffic and position MPOWER as a trusted resource for international students navigating financing throughout their study-abroad journeys.

## The Challenge

MPOWER, a global fintech serving international students, approached Overdrive with an ambitious goal of doubling organic web traffic and growing non-branded traffic in a year's time. By doing this MPOWER would become a trusted resource for the entire study-abroad journey—from application to career. To achieve this, we needed to build on our previous content development and create a scalable content and communications framework across five priority countries. Delivering it through multiple channels, including search, paid media, social, and email.

## Our Solution

Building on previous success with content performance, we coordinated with global and local teams to develop a more robust content intake process. We gathered FAQs, terminology, audience insights, and competitive data to capture market nuances while maintaining brand consistency. Next, to boost non-branded keyword growth, we conducted keyword research and mapped themes to the student journey, using keywords that included: loan applications, studying abroad, immigration support, scholarships, and career planning. Then to help MPOWER becoming a more trusted resource, we developed an SEO content strategy targeting international students across multiple markets, including 200+ new pages and localized content. Along with a strategy, we built an English-US content library that was localized and adapted for tone, visuals, and cultural relevance—going far beyond simple translation.



## OVERDRIVE

The potent combination of internal strategy with agency execution can move marketing from “tactical” to “transformative.” Your team brings brand vision; Overdrive brings scale, depth, speed, and measurable performance. Together, we build campaigns that perform today—and fuel brand equity tomorrow.

Want to explore what a partnership with Overdrive could look like? Let's schedule a collaborative workshop and map out a program tailored to your internal team's goals and strengths.



**Deliver  
results with  
precision**

**UNLOCK  
GROWTH**