



CASE STUDY

How National Debt Relief scaled their digital advertising by standing out in a competitive market



Background:

National Debt Relief is one of the largest debt relief companies in the United States, offering solutions that are 100% people-centric: no sign-up fees, no cancellation fees, and no obligations. Because of their altruistic approach, they have been able to help hundreds of thousands of people negotiate their debt and take back control of their lives.

This project case study provides a glimpse into the major challenge they've overcome, how they've experienced exponential growth by collaborating with WebMechanix, and why their current successes will continue to keep them ahead of the competition.

The challenge:

Originally, National Debt Relief approached WebMechanix in 2021 with the goal of increasing enrollments into their debt relief program. While their brand is widely known and reputable, consumers are often skeptical of debt relief programs.

Like most debt relief programs, National Debt Relief has specific requirements for enrollment when targeting specific consumers. But Facebook has placed limits on targeting and segmentation to avoid discrimination, meaning you cannot target based on age, gender, or race. We were challenged to not only drive enrollments and to prove to consumers that National Debt Relief had no other intentions than to just help them, but to also do all this within Facebook's and Instagram's extensive restrictions.

Once we cracked the code on Facebook, we had a new challenge: driving enrollments through multiple platforms (YouTube, Quora, etc.) instead of just Facebook and Instagram. This meant we would need to produce creative content at a much larger scale than before. Again, because each platform had their own limitations regarding debt relief advertisements, we had to work within these restrictions while still making engaging content that converts.

**The proof is in
the numbers:**

705%

Increase in leads

1000%

increase in spend
(but still within budget)

The solution:

National Debt Relief and WebMechanix actively collaborated throughout the initial process of driving enrollments through Facebook and Instagram advertisements. After studying each platform's restrictions, understanding National Debt Relief's benefits for consumers, and leveraging their historical data, we were able to target groups of people who are more likely to acquire large amounts of debt.

Then, we pared these groups down based on the company's eligibility criteria while also still addressing the "red tape". This led to producing creative that focused on consumers who have:

- **Unsecured debt**
- **Excessive interest on their debt payments**

From there, we were able to heavily focus on creating a wide variety of social advertisements (testimonials, text-heavy, etc.). These ads addressed the points above and simply explained how National Debt Relief can help, but they also spoke directly to our target audience using non-discriminatory criteria and extremely supportive language.

EX #1: Do what you love while we work on your debt

EX #2: Got debt? We've got relief. Here's how to get out of \$10,000+ debt for less than what you owe.



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**National Debt Relief
negotiated with
each of my creditors
and saved me about 40%**
Lindsey
Working, Single Mom

Notes

Here's the that helped me get out of my \$10,000 debt

Between medical bills, credit card interest, and those life-just-happen expenses, I literally thought I'd drown in my debt.

But with National Debt Relief, I was able to get a lower interest rate + ONE fixed monthly payment.

Trust me: no funny stuff or freak out here.
Check them out. 

 **No bankruptcy.**
 **No loans.**
 **No BS.**

The result:

Our strategies, over a one year period, resulted in:

- **705% increase in leads**
- **1000% increase in spend (but still within budget)**

National Debt Relief couldn't believe that we were able to generate these kinds of numbers in such a short amount of time. Because their enrollments and operations grew rapidly, we were allowed to start focusing on driving results on multiple platforms.

In the last year, we pivoted quickly and efficiently to start producing content for YouTube, Quora, Snapchat, and more. While still addressing the target consumers above, we found that we could drive bigger results and have an even larger audience reach through things like:

- User-generated content such as how-to videos, number breakdowns, etc.
- Content that asks and answers common questions consumers would have about debt relief, providing full transparency into National Debt Relief's services
- Surfacing interesting tidbits that consumers may have not known was possible for their debt

Even though this is still an ongoing effort, this has already resulted in 15x increased spend.

We're continuing to strategize with National Debt Relief to ensure they get the most profitable results possible while continuing to scale ad spend. With the results we've gotten so far, we can't wait to see the numbers this time next year.



The bottom line:

Every single person on the National Debt Relief team that we collaborate with pushes us to not only think outside of the box with creative strategies but to look at debt from another perspective. As a result, instead of about the limitations or about what could've been done, **we leveraged what we already had**. Ultimately, this approach maximized our output and results, and exceeded National Debt Relief's expectations.

This case study proves that the opportunities for scaling and growth are limitless for National Debt Relief. Because of everything they've achieved in this short time since our partnership was established, we know that they'll continue to thrive in the years to come.

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NDR was able to expand into Facebook and Instagram as well as other channels effectively and quickly with the help of WebMechanix. We've seen awesome results. We've been able to 15X our spend on the Meta platforms. We've seen a level of eye for performance and execution that isn't common in other agencies.

Jack Maguire

Sr. Paid Social Media Marketing Manager @ NDR

What's your next move?

Want to change the game like National Debt Relief has? Looking to go beyond the status quo?

We can help! Give us a shout and we can walk through some options together. And even if we're not a fit, we'll do everything we can to point you in the right direction.

Looking for more about what we do?
Check out the below:



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