

## Marketing Specialist Skills Test – Mako Equipment Finance

### **Objective:**

To assess your creativity, digital marketing expertise, and ability to market financial services in a professional and compliant manner.

### **Client Website:**

<https://www.makoequipmentfinance.com.au/>

### **Part 1: Social Media Content Creation**





**DRIVING GROWTH**  
KEEPING YOUR BUSINESS MOVING

**Part 2: Facebook Ad Creative Concepts for lead generation**

**Task:**

Create 2 Facebook ad mockups you would run to generate leads for Mako Equipment Finance.



## FAST, FLEXIBLE FINANCE NO BANK DELAYS

**START TODAY**

Target: fleet managers, logistics companies, and businesses scaling operations who need tax-effective structuring and long-term finance options.

Headline : Fast, Flexible Finance for Your Business

- Primary ad text (benefits-focused) :

Your equipment shouldn't sit idle while you wait on bank paperwork.

At Mako, our in-house credit and settlement specialists streamline the process so you can access finance quickly, without compromising on structure or compliance.

- Tailored loan solutions
- Tax-effective structuring
- Genuine end-to-end support

Mako keeps your business moving, with finance designed for today and tomorrow.

- Visual concept/mockup : Already shared on top
- Call-to-action (CTA): Apply Now

## AD 2



**MAKO** Equipment Finance

**FINANCE**  
THAT GROWS WITH YOUR BUSINESS

Target: Fleet managers, transport operators, and established businesses planning growth and needing scalable finance solutions.

**Headline : Finance That Grows With Your Business**

- Primary ad text (benefits-focused) :

Whether you're expanding from one truck to a full fleet, or upgrading critical equipment, Mako structures finance that evolves with your goals.

With us, it's not about a quick fix, it's about building facilities that support cash flow, growth, and long-term borrowing power.

-Competitive rates

-Flexible repayment options

Partner with a finance team that understands your business, not just your numbers.

- Visual concept/mockup : Already shared on top

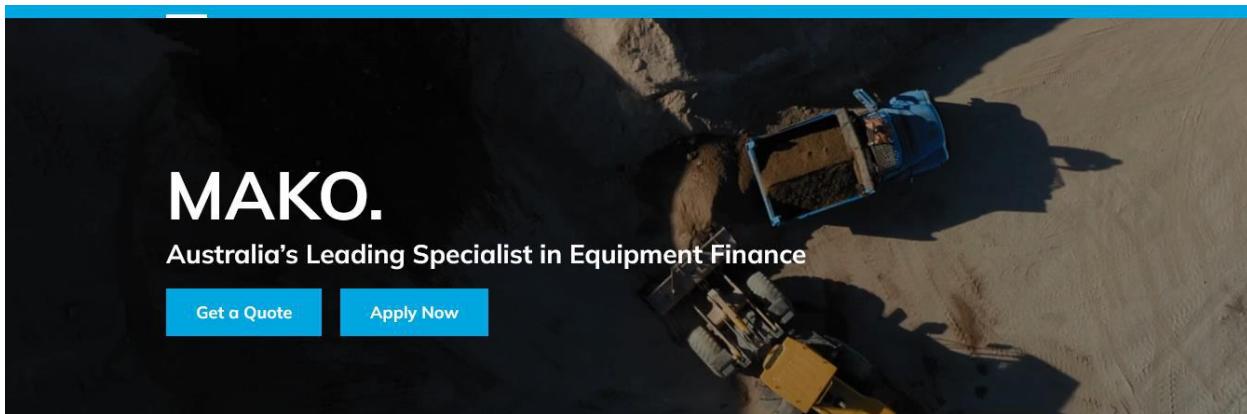
- Call-to-action (CTA): Get a Free Quote

## **TASK 3**

### **Hero Area: Clarify CTA & Improve Visual Cue**

#### **Current Issue:**

The hero features text and two calls-to-action ("Get a Quote" and "Apply Now"), but they blend into the text, offering little visual hierarchy. The headline is prominent, yet prospects may not immediately know which action to take.



### **Proposed Change:**

- Make one primary CTA bold, standout button with contrasting color (e.g., bright blue).
- Use a secondary, less prominent “Apply Now” link below it.

It will Improve visual hierarchy and clarity, leading to more confident clicks and higher conversion (CRO).

## **Simplify Form & Reduce Friction**

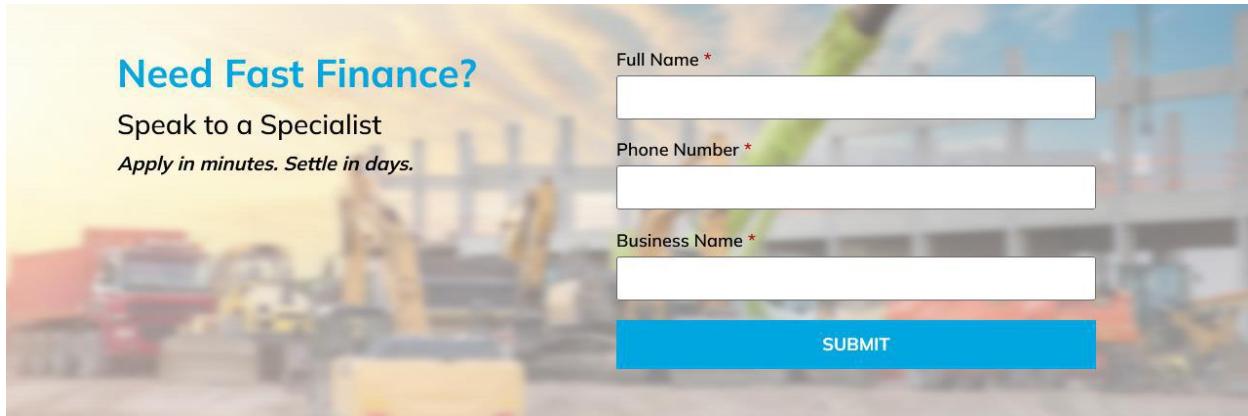
### **Current Issue**

The “Need Fast Finance?” section shows a multi-field form (Full Name, Phone, Business Name)

### **Proposed Change**

Reduce to 2 fields: Name and Contact method (phone or email).

Add a friendly hint, like “We’ll call you back within one business hour.”



The form is titled "Need Fast Finance?" in blue text. Below the title, there is a sub-headline "Speak to a Specialist" and a tagline "Apply in minutes. Settle in days." The form consists of three input fields: "Full Name \*", "Phone Number \*", and "Business Name \*". Each field is preceded by a label and followed by a red asterisk indicating it is required. A large blue "SUBMIT" button is located at the bottom of the form. The background of the form is a blurred image of a construction site with heavy machinery.

Less cognitive load and friction, increasing form completion rates and lead capture.

## **Task 4**

### **Main Keywords to Target**

1. **Equipment Finance Australia** – high-volume, core service term.
2. **Transport Finance Solutions** – niche keyword, strong buyer intent.

3. **Machinery Finance Australia** – long-tail, aligns with your specialization.
4. **Business Equipment Loans** – broader term for small businesses.
5. **Fleet Finance Solutions** – targets larger enterprises and logistics operators.

These keywords have broad reach (equipment finance) with niche intent (fleet, machinery, transport) driving both awareness and high-quality leads.

## On-Page SEO Observations

### Title Tags:

Likely strong but could be refined to include both brand and keywords.

Example: “Mako Equipment Finance | Machinery, Transport & Fleet Finance Solutions”.

### Meta Descriptions:

Each page should have a good meta description under 160 characters with target keywords. Many finance sites miss this or duplicate across pages.

### Headings (H1–H3):

Current headings looks like text-heavy. Recommend making H1 keyword-rich but natural (e.g., “Australia’s Specialist in Equipment, Machinery & Transport Finance”). Use H2s for benefits, FAQs, and service categories.

### Image Optimisation:

Add descriptive alt tags with target keywords (e.g., “construction equipment finance Australia”).

Compress images to improve load speed.

### Internal Linking:

Interlinking service pages (e.g., Transport Finance linking to Fleet Finance, Machinery Finance, etc.) and blog posts. (if written)

## **Technical SEO:**

### Page Speed:

Finance clients often browse on mobile. Use Google PageSpeed Insights to test and reduce image size and minimize scripts.

### Mobile Friendliness:

The site appears mobile-optimized, but check spacing, form usability, and CTA buttons on smaller screens.

## **Local SEO Recommendations**

### **Google Business Profile (GBP):**

GBP should be fully optimized with:

- Accurate NAP (Name, Address, Phone) details.
- Business categories (Equipment Finance, Loan Agency).
- High-quality photos (offices, team, clients, equipment).
- Regular posts (service updates, client wins).

### **-Local Citations:**

List Mako consistently on directories like Yellow Pages AU, True Local, Yelp AU and industry-specific finance directories.

### **-Reviews:**

Actively request reviews from satisfied clients on Google. Positive reviews improve **local pack visibility** and build credibility in a competitive finance market.