

# Payday Loans Specialist Signs Up With Lakestar Media



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Leading UK [payday loans company](#) Payday Express has chosen to join forces with digital marketing agency Lakestar Media in order to build its online profile.

Established in 1999, Kent-based Payday Express provides a critical service to thousands of people across the UK every month. The firm offers fast access to cash loans, allowing individuals in full-time employment to cover all kinds of expenses from emergency household repairs to unforeseen travel expenses.

Lakestar Media has been brought in to implement an SEO strategy designed to maximise the amount of targeted traffic visiting the company's website.

Garret Cunningham, director of operations at Lakestar Media, said: "We're delighted to be working with [Payday Express](#). It is a leading player in a very competitive industry and the whole team at Lakestar Media is looking forward to the challenge of helping the firm grow its online business."

Ashleigh Preston, senior marketing manager at Payday Express, said: "We're very pleased with the way the campaign has started. We have already noticed a marked difference in our rankings and the strategy seems to be working really well."

- ENDS -

**About**

**Payday**

**Express**

Payday Express has been operating since 1999, helping people across the UK access short-term credit. Using an online application form, Payday Express customers are able to apply for a [payday advance](#) of between £80 and £800 in cash. Approval decisions are made instantly and funds are usually transferred the same working day for [fast payday loans](#).

**About**

**Lakestar**

**Media**

**Ltd**

Lakestar Media is a leading digital marketing agency offering a professional and individually tailored service to its diverse and exciting client portfolio. Established in December 2007, the company delivers a mix of search engine optimisation (SEO), paid search (PPC), affiliate marketing, social media, copywriting and online PR services for its customers.

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