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# From Views to Value: What Finance Should Know About Digital Marketing

March 20, 2024



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# Welcome



**Tim Dively, MBA**  
National Digital Growth Director  
Financial Services  
CLA



**Eric Cook, MBA**  
Chief Digital Strategist  
WSI



# Poll

- Who do we have with us today?
  - Executive (CxO, EVP, SVP)
  - Marketing
  - Technology/Operations
  - Compliance
  - Consumer Lending (including mortgage)
  - Business Lending
  - Retail/Deposits
  - Human Resources/Talent



# Client Lifecycle- Data: CLA Digital



# Poll

- Where are you in the Lifecycle?
  - **Phase 1** – Disconnected silos, little to no BI, basic reporting
  - **Phase 2** – Data repository, some automation, critical data identified
  - **Phase 3** – FI-wide automation, BI dashboards, cleansing data, exploring ML/AI
  - **Phase 4** – Systems integrated to support analytics, ML/AI deployed





THINK ABOUT WHAT  
DIGITAL MARKETING &  
SOCIAL MEDIA MEANS  
TO YOUR INSTITUTION.



# Identify Your Golden Circle (Given The Shift To Digital)

## WHAT

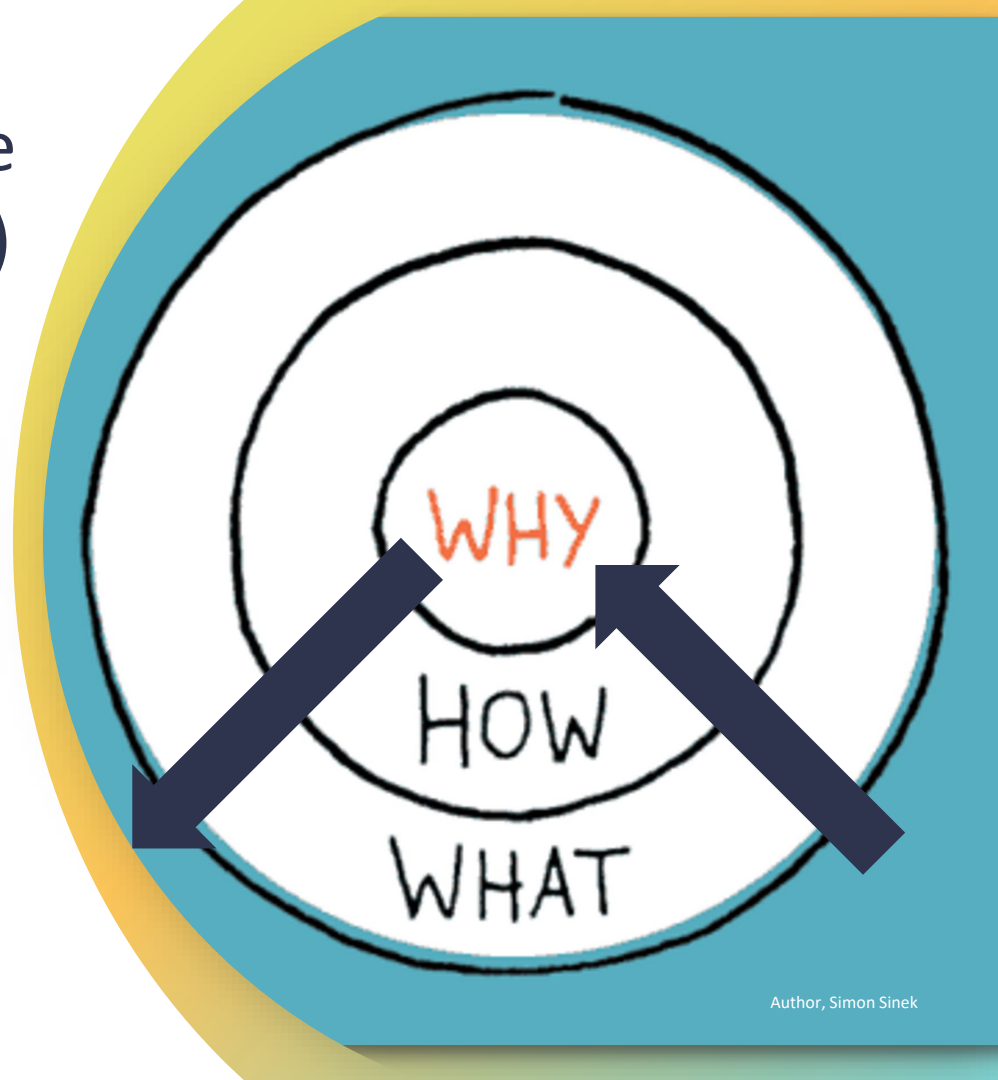
Has there been a shift in WHAT your bank is doing online these days?

## HOW

HOW has your bank, and your audience, changed its behavior online?

## WHY

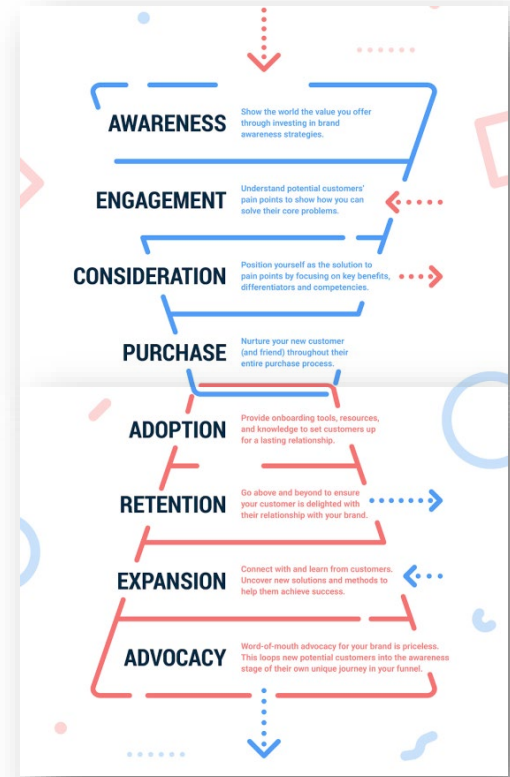
Does your audience have a clear understanding of WHY your bank exists and its core focus?





# The (New) Marketing Funnel(S)

- Before Transaction
  - Awareness – Owned, Earned, Paid
  - Engagement – Create a conversation (solve problems)
  - Consideration – What are the decision variables
  - Purchase – Make it easy!
- After Transaction
  - Adoption – What's the onboarding like
  - Retention – Keep 'em around long-term
  - Expansion – Look for additional opportunities
  - Advocacy – Testimonials, reviews, and referrals





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# The Right Audience

Think of it as going fishing...

# Pareto's Profitability Principle






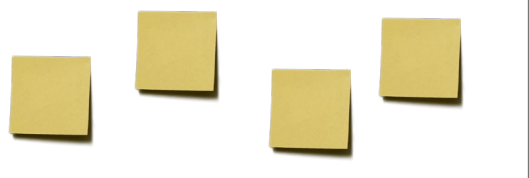
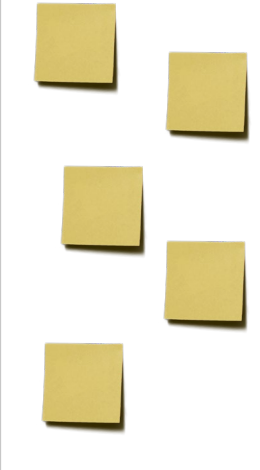

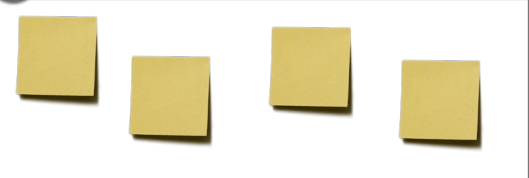

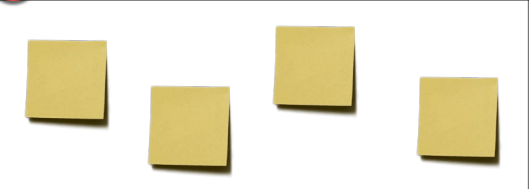
**Accept the fact that not all customers are created equal (when it comes to profitability)**

**While the 80/20 Rule may be true, you may be closer to 90/10**

**Focus your strategic marketing efforts on attracting the most desirable customer segments**



# What (Who) Are You Fishing For?

|  |   |                         |  |                        |
|--|---|-------------------------|--|------------------------|
|   | <b>Persona Profile</b>  | Designed For:           | Designed by:   | Date:                  |
|   | 2   | How s/he finds us       | 3  | Pain Points            |
| 1 Who is s/he?   |   |                         |   |                        |
|  | 4   | What s/he wants to know | 5  | What s/he doesn't want |
|  |   |                         |   |                        |
|  | 6   | Why s/he buys from us   | 7  | What can we do         |
|  |  |                         |  |                        |



# What (Who) Are You Fishing For?



## Persona Profile

Designed For: Small Business Accounts

Designed by: Your FI Name Date: March 2024



### 1 Who is s/he?

- Running the business for past 5-8 years
- Likely retail or service focused business
- Married with two kids (> 10 years)
- Spouse not working in the business, but employed elsewhere
- Likely a college graduate
- Age 35-45
- Annual household income \$120k - \$150k
- Leased vehicle
- Homeowner with small equity loan

### 2 How s/he finds us

- Word of mouth
- Existing deposit customer
- Search engine or digital ads
- Accountant/lawyer
- Social media
- Chamber of Commerce
- Education seminar
- Employer program

### 4 What s/he wants to know

- How to keep the business going
- Ways to make banking easier
- How to use technology better
- What "should" I expect from my bank
- How the bank stacks up vs. other online options

### 6 Why s/he buys from us

- Online convenience
- Education and information
- Personal attention
- Reputation (WOM)
- Good interest rates and fees
- Full financial partner
- Trusts their lender and the institution

### 3 Pain Points

- Impact of COVID on their business
- Finding (and retaining) quality employees
- Paying for college
- #WFH and the shift to remote service
- Growing challenges of tech, security threats, etc.

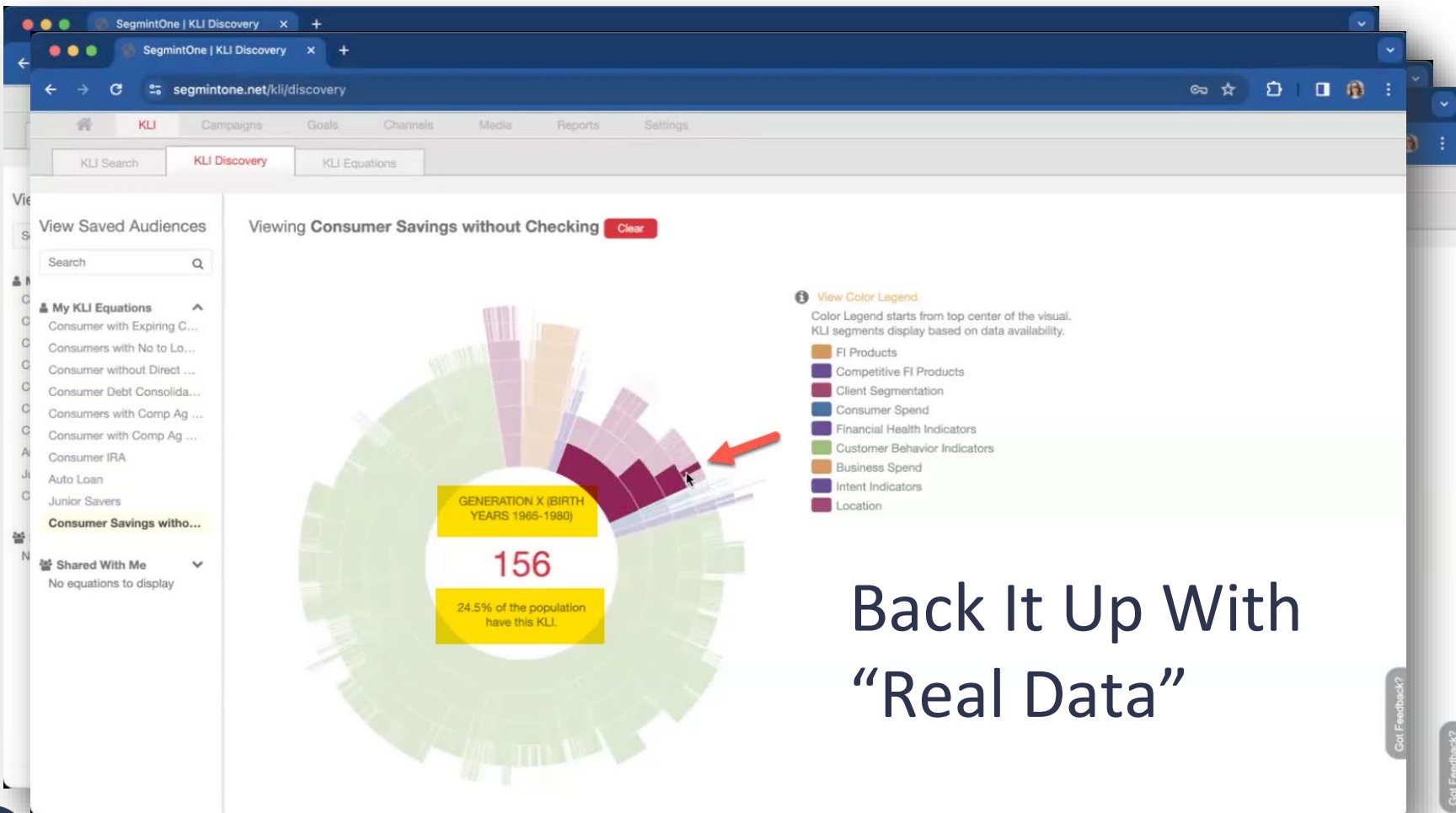
### 5 What s/he doesn't want

- To feel dumb
- Hassle or a lot of manual paperwork
- To be un-informed
- Long decision time
- To be told NO (work with them)
- To have to take time away from work

### 7 What can we do

- "Hold their hand"
- Educate and prepare
- Work long-term for mutual success
- Other banking conveniences
- Financial planning services (?)
- Help their staff





Back It Up With  
"Real Data"



## D.A.T.E. Your Audience Via Social Media

- Discover
- Acquaintance
- Talking
- Enchanted



## D.A.T.E. Your Audience Via Social Media

- Discover
  - Strategy – **Reels**
  - Consistently reaches non-followers
  - Provide value so they stick around





## D.A.T.E. Your Audience Via Social Media

- Acquaintance
  - Strategy – **Feed Posts**
  - Connect with those who are familiar with us
  - Rarely gets to new people
  - Start to build engagement



## D.A.T.E. Your Audience Via Social Media

- Talking
  - Strategy – **Stories**
  - Allows for a behind-the-scenes experience
  - Sense of urgency (expire after 24 hours)
  - Replies go to DMs (developing a *crush*)



## D.A.T.E. Your Audience Via Social Media

- Enchanted
  - Strategy – **The DM, webinar, email, call, apt.**
  - The time is “now”
  - Make it easy for them to take the next step





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# Data And Insights


We (can) know a lot about our audience to help determine ROI/E/R


# “Tag” Those URLs


Quick Link: [PoweredByWSI.com/UTM](https://PoweredByWSI.com/UTM)


Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*


 \* Website URL   
The full website URL (e.g. <https://www.example.com>)

 \* Campaign Source   
The referrer: (e.g. [google](#), [news letter](#))

 Campaign Medium   
Marketing medium: (e.g. [display](#), [email](#))

 \* Campaign Name   
Product, promo code, or other identifier

 Campaign Term   
Identify the paid keywords

 Campaign Content   
Use to differentiate ads

Your Dream Home



Your New Link:

[https://bankname.com/home-loan-promo?utm\\_source=facebook&utm\\_medium=banner&utm\\_campaign=dream-home&utm\\_content=picket-fence](https://bankname.com/home-loan-promo?utm_source=facebook&utm_medium=banner&utm_campaign=dream-home&utm_content=picket-fence)

May Be Closer Than  
You Think...



# Finding UTMs In GA4 (Google)

The image shows two overlapping screenshots of the Google Analytics 4 (GA4) interface. The left screenshot shows the navigation menu with 'Acquisition' selected and 'Overview' highlighted. A red box and arrow point to the 'Overview' option. The right screenshot shows the 'Traffic acquisition: Session campaign' report. It features a line chart titled 'Sessions by Session campaign over time' and a horizontal bar chart titled 'Sessions by Session campaign'. The bar chart is highlighted with a red box. Below the charts is a table with columns for Session campaign, Users, Sessions, Engaged sessions, Average engagement time per session, Engaged sessions per user, Events per session, and Engagement rate.

| Session campaign | Users | Sessions | Engaged sessions | Average engagement time per session | Engaged sessions per user | Events per session | Engagement rate |
|------------------|-------|----------|------------------|-------------------------------------|---------------------------|--------------------|-----------------|
| 1 location       | 127   | 769      | 486              | 2m 17s                              | 3.83                      | 10.33              | 63.7            |
| 2 Wealth         | 595   | 672      | 34               | 0m 01s                              | 0.06                      | 3.01               | 5.0             |
| 3 (not set)      | 226   | 346      | 25               | 0m 18s                              | 0.11                      | 2.25               | 7.2             |
| 4 pay-on-the-go  | 12    | 274      | 212              | 0m 26s                              | 17.67                     | 4.00               | 77.3            |
| 5 fraud          | 5     | 17       | 9                | 0m 07s                              | 1.80                      | 3.47               | 52.9            |



# “Spy” On Your Competition

Type “site:\_\_\_\_\_” to get insights on total results

THE FINANCIAL BRAND

2019 - 2024

Google site:thefinancialbrand.com

Google site:thefinancialbrand.com

Google site:thefinancialbrand.com

Google site:thefinancialbrand.com

About 10,700 results (0.15 seconds)

Try Google Search Console  
www.google.com/webmasters/  
Do you own **thefinancialbrand.com**? Get indexing and ranking help.

**+4,130 - This is an increase of 62.86% since 2023**

thefinancialbrand.com  
https://thefinancialbrand.com › careers

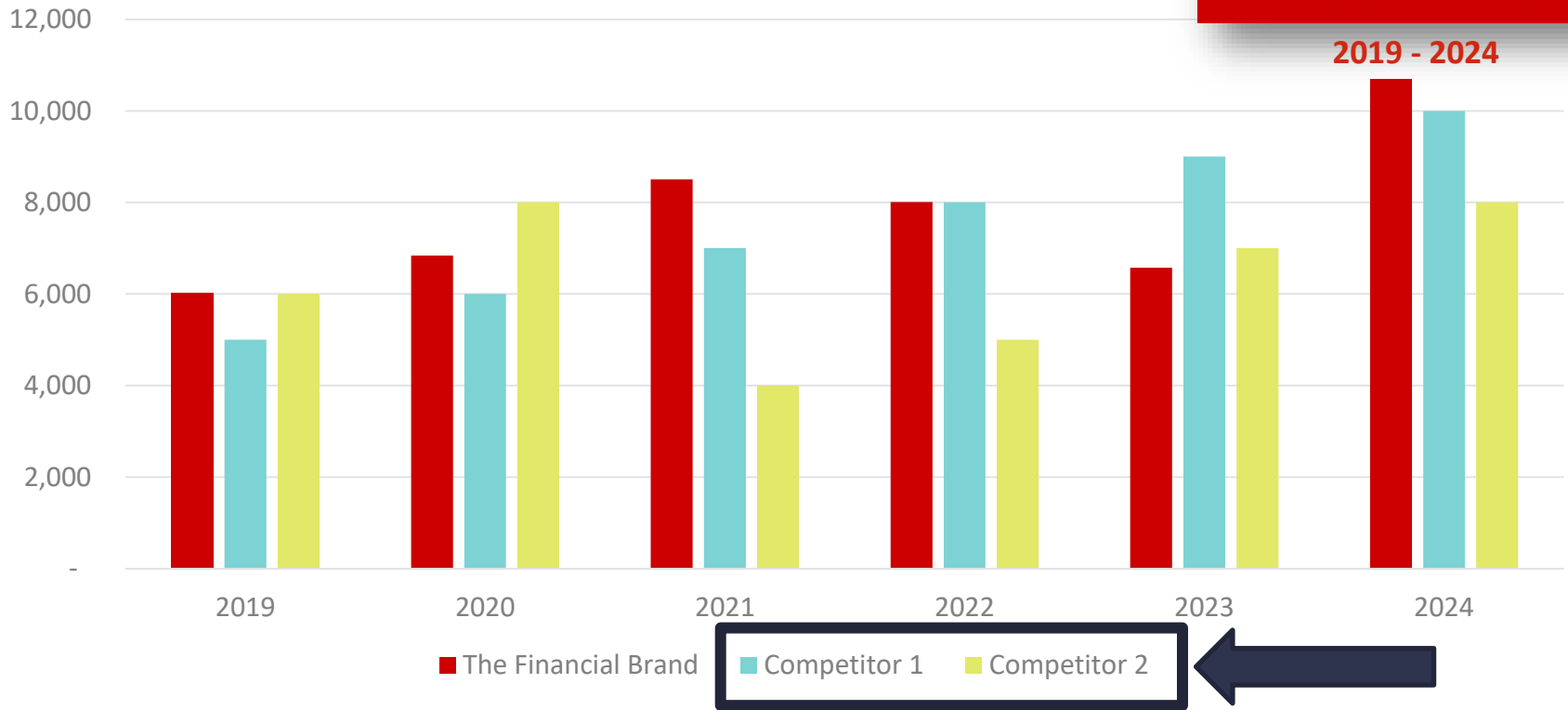
**Careers at The Financial Brand**  
Job openings with the best publication in the banking industry. Build your future with a dynamic, fast-paced, and growing media company.

2021

Online and Digital Advertising - The Financial Brand  
Get your marketing message in front of 2 million senior-level banking executives with powerful display- and native advertising options.

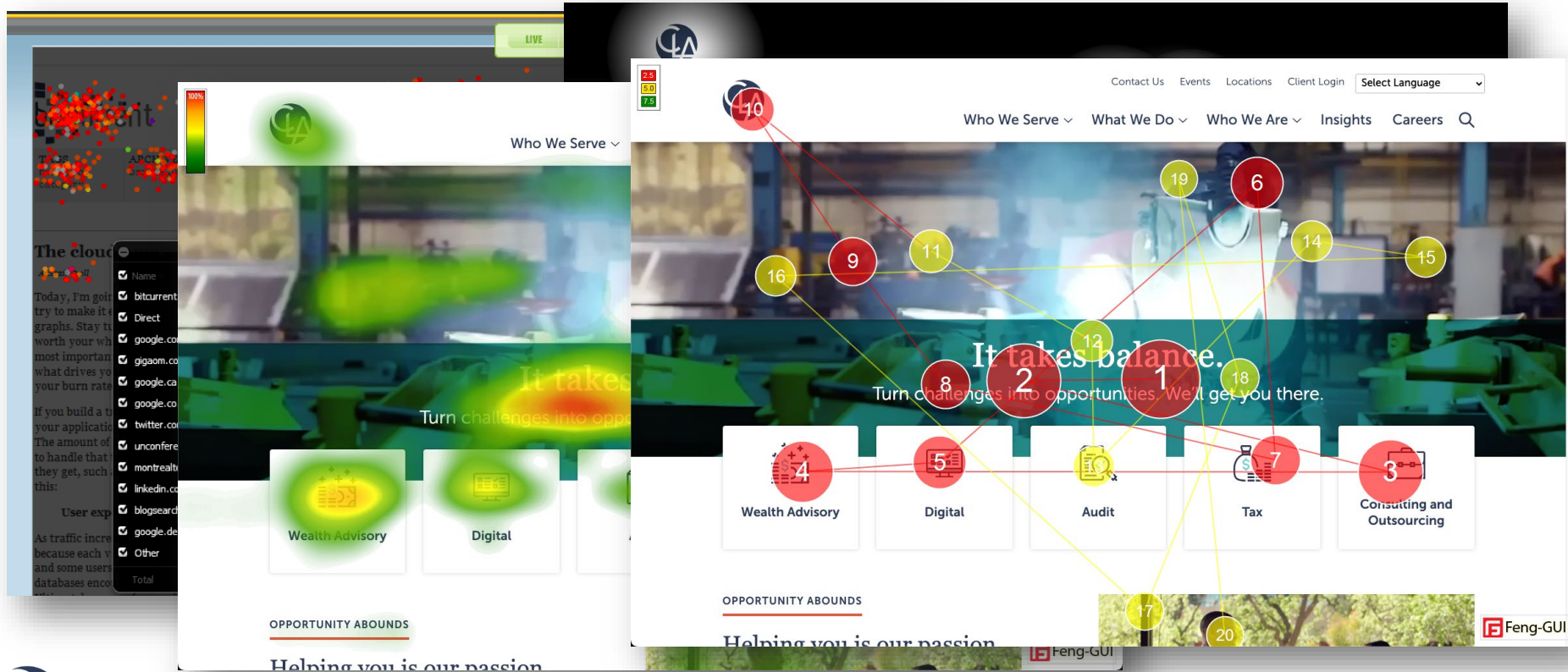


# Track Trends Over Time





# Better Understand Website Behavior



# Digital Direct Mail And ROI

Household Profile

19714093  
Alliance OH 44601-2846

Started: Jan 17 2024  
Latest: Jan 24 2024  
Unique Pages: 3

LoansCredit Business  
Organic / GOOGLE

Display: Jan 17 2024 - Jan 24 2024

ACTIVE DELIVERABLE  
NOT VACANT VALID

Map Satellite  
Alliance, Ohio  
View on Google Maps

Household Journey

12:26pm - 12:27pm  
January 24 2024

INFLUENCE: Organic / GOOGLE  
SEGMENTATION: LoansCredit Business

DEVICE: iPhone

### Household Journey

12:26pm - 12:27pm  
January 24 2024

INFLUENCE: Organic / GOOGLE  
SEGMENTATION: LoansCredit Business

DEVICE: iPhone

PAGE: Home Page  
SESSION ID: 2600000812

PAGE: Business/Loans-Credit/SBA-Loans  
SESSION ID: 2600000812

PAGE: Business/Loans-Credit  
SESSION ID: 2600000812

3:39pm  
January 18 2024

INFLUENCE: Direct  
SEGMENTATION: LoansCredit Business

DEVICE: iPhone

PAGE: Business/Loans-Credit/SBA-Loans  
SESSION ID: 2600000812

11:11pm  
January 17 2024

INFLUENCE: Organic / GOOGLE  
SEGMENTATION: LoansCredit Business

DEVICE: iPhone

PAGE: Business/Loans-Credit/SBA-Loans  
SESSION ID: 2600000812

PAGE: Business/Loans-Credit  
SESSION ID: 2600000812

10:44pm  
January 17 2024

INFLUENCE: Organic / GOOGLE  
SEGMENTATION: LoansCredit Business

DEVICE: iPhone

PAGE: Business/Loans-Credit  
SESSION ID: 2600000812

9:46pm  
January 17 2024

INFLUENCE: Organic / GOOGLE  
SEGMENTATION: LoansCredit Business

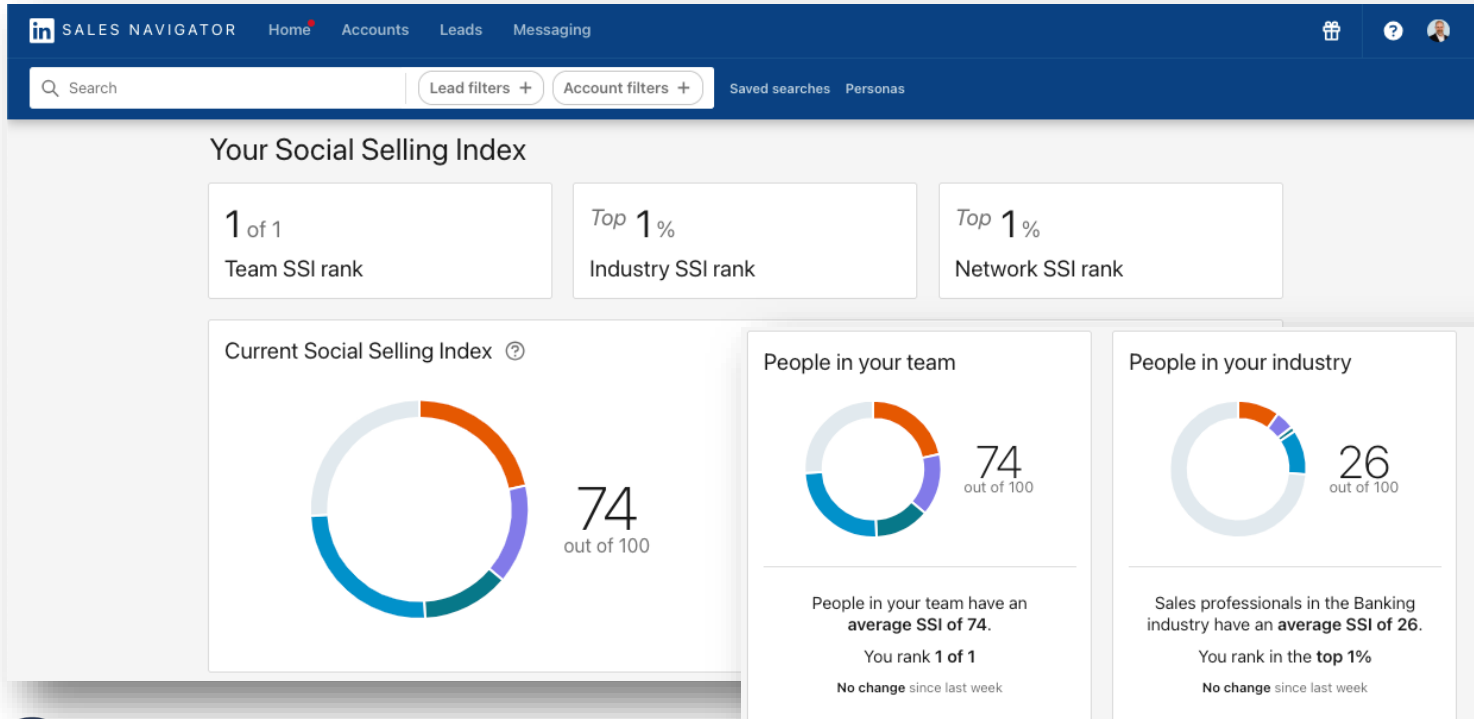
DEVICE: iPhone

PAGE: Business/Loans-Credit  
SESSION ID: 2600000812



# Your Own Social Stats (On LinkedIn)

Visit: <https://linkedin.com/sales/ssi>



# Consider A 3 X 5 Approach

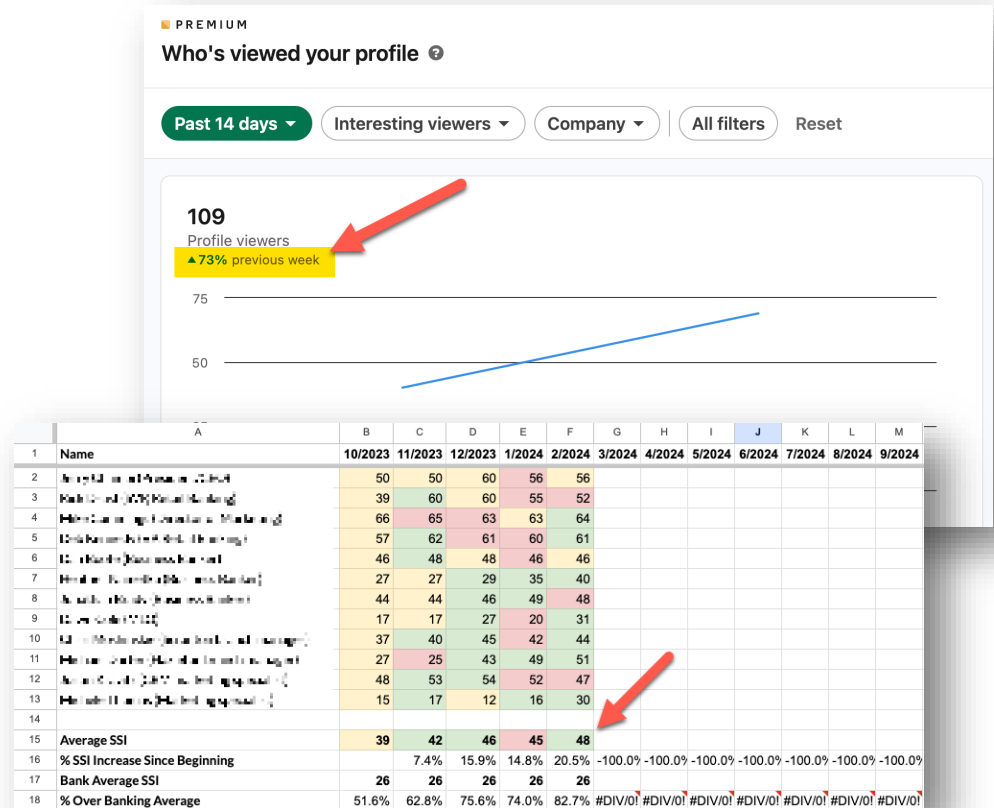


- 3 (valuable) comments over 5 days
- Check your profile views
- Review who's stopping by for opportunities



# Profile Views - Real-World Example

- What is a valuable comment?
  - Includes a mention of the original creator
  - Restates their key point
  - YOU add value and insight
  - Be specific (vs. AI)
- Track your group's SSI
  - Institution or department level monitoring





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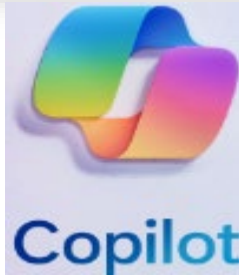
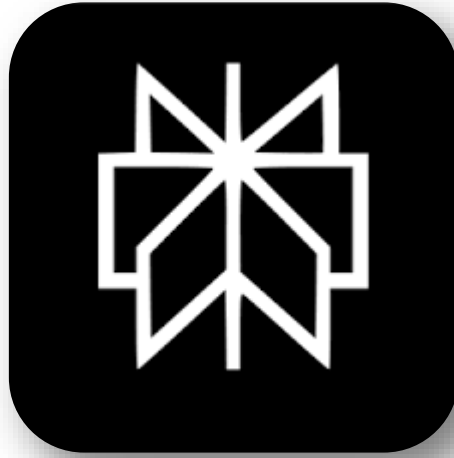


# It's Not Going Away



Steps to prepare your institution for a future with AI

# My (Current) Go-To Platforms



# How To Get Started In Your AI Journey

- Define purpose and scope
- Who's responsible
- Legal and compliance
- Data privacy and security
- Encourage transparency
- Establish guidelines and training
- Monitor and audit
- Consideration for other policies





# Thank you!

Tim Dively



Eric Cook



CLAconnect.com



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