



Your eBank Brand

FMS NY/NJ Chapter

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Introduction



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- VP Communications at PennJerDel Bank Marketing Association
- Board Member at NJ Bank Marketing Association
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Facts



Best Brands on Facebook

- Coca Cola (41 Million)
- Disney (35 Million)
- Starbucks (30 Million)
- Oreo (26 Million)
- Red Bull (27 Million)
- Converse (29 Million)
- Skittles (21 Million)



Social Media Networks



❑ 1 Billion tweets per week



❑ 901 million active users



❑ YouTube exceeds 4 billion views a day and 60 hours of video is uploaded every minute



❑ Consists of Over 150 million members



Who Cares



Naturally

- A platform should be judged on it's ability.
 - To strategically add value to goals
- A major SM Platform might not work for a community banks brand
- Community bank social media strategies, are different than national brand strategies



The Problem Starts Here

- Not understanding the foundations of Social Media
- Not knowing how to set proper goals and measure social media effectiveness
- Not knowing where to get information to understand social media.



Information Breakdown

- Most banks in this room get their knowledge from these 3 sources
 - Blogs-White Papers-Books-News
 - Live Seminars-Training Courses
 - Sellers – Consultants - Agencies



The Problem Starts Here

- Most blogs and white papers are too general to make a difference at your bank.
- Most seminars are not informative enough.
- Most consultants/re-sellers either don't understand how to apply towards banks, or have no idea what they are doing.



Consequences of this

- Vague online marketing goals.
 - Get 1,000 Followers
- Ineffective web marketing strategies.
 - Planned & Implemented based on a platform
- Results measured incorrectly
 - Get more likes



Foundations of an eBank Brand



eBank Marketing Foundations

- Engagement
- Relevance
- Conversions

Engagement

Engagement: It's when a human being does something with your information/brand, positive or negative

Opposite of engagement: When a human being does nothing with your information/brand



Engagement Forms

- What are two major ways a user can engage with your brand?
 - Sharing/Responding/Following
 - Content Based
 - Rating/Reviewing
 - Location/Product Based

Engagement Platforms

- Sharing/Responding/Following
 - www.facebook.com
 - www.twitter.com
 - Blogs
 - plus.google.com
 - www.pinterest.com
 - www.linkedin.com
 - www.foursquare.com



Engagement Platforms

- Rating/Reviewing
 - www.yelp.com
 - local.yahoo.com
 - www.insiderpages.com
 - www.yelp.com
 - Google maps
 - www.superpages.com



Engagement Exercise

Relevance

Relevant: when a human being searches for something they want or need and they find it.

Irrelevant: when a human being searches for something they want or need and does not find it

Relevance Forms

- What are two major forms of a brand being more relevant to consumers?
 - Search Availability
 - Mobile/Tablet (location based) & DT/LT
 - Highly Targeted Ads



Relevance Technologies

- Search Availability
 - Search Engines (Including mobile and DT)
 - Many local rating/reviewing sites
 - Google +
 - Youtube
 - Many image sites Pinterest/Flickr
 - Blogs



Relevance Technologies

- Highly Targeted Ads
 - Profile Based Marketing
 - www.linkedin.com
 - www.facebook.com
 - PPC
 - Search Engines
 - Ad Network
 - Relevant Blogs
 - Youtube
 - Remarketing

Conversions

Conversions: when a human being searches for or engages with something they want or need, they find it, and buy it.

Opposite: whether or not a human being finds or engages with what they are looking for, they don't buy it.



Conversion Strategies

- What are strategies that help better convert searchers to customers?
 - Effective web strategy (Set up the conversion)
 - Stronger Engagement
 - Increased Relevance
 - Simplified sales funnel (Ask to convert)
 - Call to action
 - Conversion strategy



Conversion Strategies

- Effective web strategy
 - Stronger engagement
 - Increased relevance

Conversion Levels

- Simplified sales funnel
 - Call to action/Conversion strategy
 - Call in
 - Request a call back
 - Live Chat
 - Request more information



Goals & Measurements

Goals

The proper goals are the foundation of any marketing campaign. It guides the whole campaign

Types Of Goals

- What are the two major types of goals?
 - By-product goals
 - Actual Goals

Two Types Of Goals

- By-Product Goals
 - Impressions
 - Clicks
 - ReTweets
 - Shares
 - Open Rate
 - Traffic
 - Likes
 - Branding



Two Types Of Goals

- Actual Goals
 - Web Strategy Measurement
 - Conversions
 - Offline/Online Sales Measurements
 - New Loan Customers
 - New Deposit Customers



Understanding Will Help You Make Better Decisions

Closing/Action Steps



Call To Action

- CFT Social Media Boot Camp Series
 - May 30th Session #3 The Foundations Of A Successful eBank Brand
 - June 11th Session #4 Integrating a Search Engine Marketing Campaign
- John Siracusa
 - Speak at your event
- mOSa eBank Marketing Services
 - Consult your bank, manage your strategy



Thank You