



Your eBank Brand

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Introduction



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- Social Media Instructor at Center For Financial Training
- VP Communications at PennJerDel Bank Marketing Association
- Board Member at NJ Bank Marketing Association
- Public Speaker at Many Banking Events



Facts



- 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

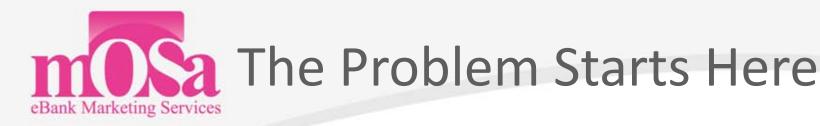
 Not knowing how to set proper goals and measure social media effectiveness

• 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



 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



Bank 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.yp.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