



Digital Marketing Handbook for Financial Institutions

Volume One

Increase your ROI with relevant and targeted marketing



Achieve the highest number of ad impressions, clicks, leads, and sales transactions *ever* in the history of your financial institution (and become a digital marketing superstar)!

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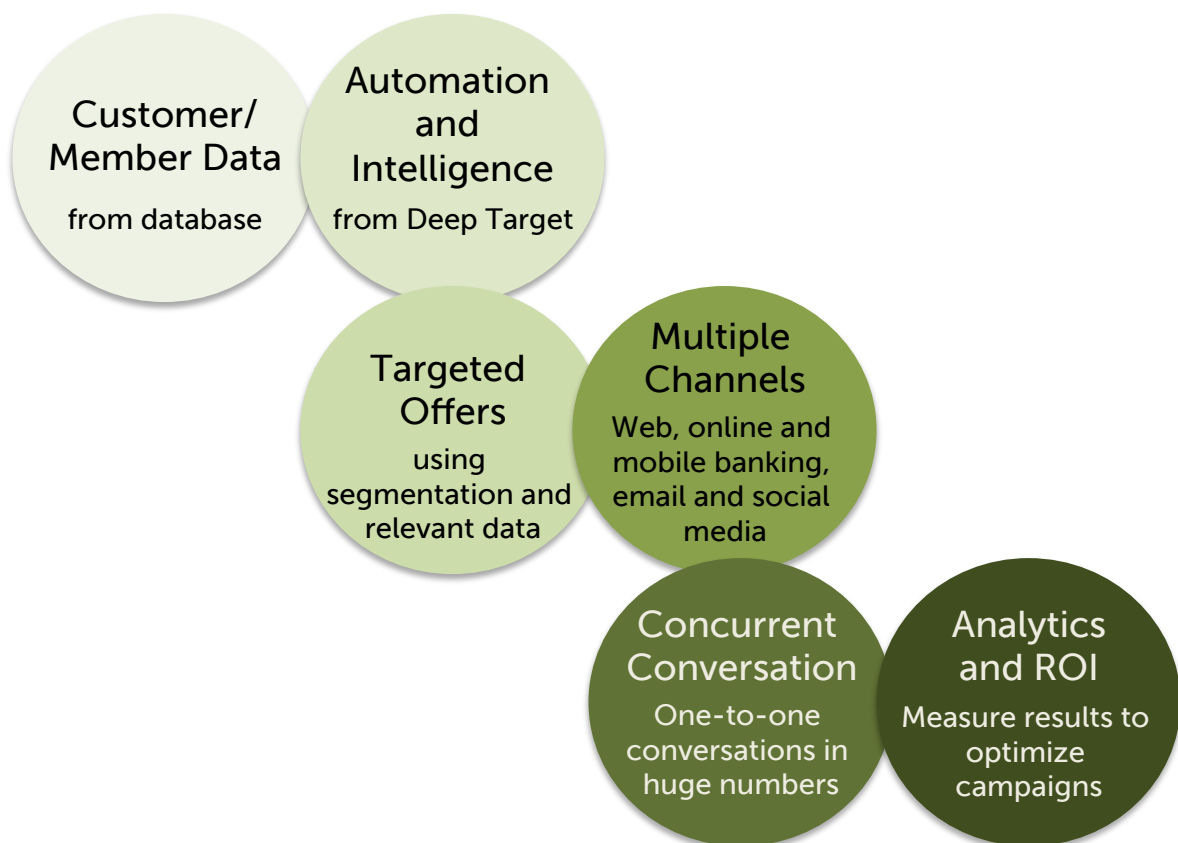


Chapter One

Digital Marketing Defined

Digital marketing (also known as **data-driven marketing**) is an umbrella term for the **marketing** of products or services using **digital** technologies, mainly on the Internet, but also including mobile phones, display advertising and other **digital** media. Source: <http://bit.ly/1PjLjmw>

Data driven marketing also drives **marketing analytics** which is the ability to continually improve and optimize marketing results (e.g. of campaigns) by learning from the past, evaluating the present and estimating the future. To accomplish this, it is equally important to have the technology to measure results.



Successful digital marketing campaigns effectively pair accrued data with automation to deliver the right message to the right person at the right time.

Digital Marketing Handbook, Volume One will focus on two elements of digital marketing shown above, namely: **Using Customer or Member Data Effectively** and **Targeted Offers**

Chapter Two

Using Your Data

You own a wealth of information about each of your account-holders. With more of consumers banking either online or on their mobile devices, it is important that you have an overall campaign strategy which embodies a seamless communication plan to reach every account holder – collectively and individually.



This does not mean that you resort to mass marketing. Instead, it means that you use your customer information carefully and intelligently to communicate with them in a targeted yet personalized manner. Your campaign strategy should have a balanced mix across multiple channels with an emphasis on the platforms where your brand is trusted and used the most, such as online banking and mobile banking.

Digital marketing is the most effective way to bring your marketing campaigns to life, and to bring relevance to your online and mobile users. At least the most practical, measurable and cost-effective way.

Using your customer/member data effectively

A targeted campaign strategy starts with the identification of your primary audience segments.

*Organizations that embrace analytics are more than
2x as likely to outperform their peers. Source: IBM*

Industry expertise and experience has shown that even a simple targeting methodology such as generational targeting will yield higher responses compared to broad, undifferentiated mass marketing. So, a first step would be to start segmenting your customer or member data by generational characteristics and needs.



Generational segmentation is one of the most simple yet most effective methods to use when communicating a variety of products and services in a targeted way to your overall audience.

Once you implement generational targeting, you can continue to improve on it. To provide even more relevance to the consumer, from this point forward, you can get even more sophisticated with segmentation, narrowing your targeting methods to get increasingly better results from your marketing investments. When using digital marketing to cross-sell products, the resulting sales can be measured and analyzed so that the targeting methods are further optimized. This analysis can be conducted with historical reviews successive short-term (1-2 week) campaigns to the same target groups to see which campaigns drive the highest responses. This type of analysis can easily be achieved with a digital marketing solution that supports real time campaign creation, execution and analytics.



When asked whether they would rather see online ads for random products and services or ads directed toward their interests,

40.5 percent

of respondents to a new survey chose the latter (targeted ads) while another 27.6 percent were content to see both.

Source: <http://cmo.cm/2eKSutZ>

Chapter Three

Generational Marketing



A generation is defined as a group of people born within a similar span of time (15 years at the upper end) who share a comparable age and life stage and who were shaped by a particular span of time's events, trends and developments. **By using generation as a basis for segmentation, we are able to target certain patterns that are driven from generational differences.** Each individual has their own unique personality so responses will not be uniform; however, responses will certainly be far better than a non-targeted, mass marketing approach that tries to show all products to all users despite differences in life stage, finances, and product preferences characterized by generational preference.

What is generational marketing?

Generational marketing is an approach to communication that recognizes and utilizes generational archetypes, patterns or paradigms. For digital marketing, we are primarily focused on five generational segments:

The Silent Generation (1928 – 1945)
Baby Boomers (1946 – 1964)
Generation X (1965 – 1979)
Generation Y / Millennials (1980 – 1994)
Generation Z / The Net Generation (1995 – Present)

**Mobile brings
us closer.**

New places, new
people, same
service. Take us with
you with mobile app.



Sample ad using generational targeting.

Generational segmentation is the foundation of digital targeting. While there are other segmentation methods that pull from the rich customer information available, starting generational targeting will immediately boost marketing returns. As other customer data is utilized to create multi-segmentation, marketing campaigns advance to highly focused communication to very concentrated target audiences refined with micro business intelligence.

The key now is to get started!



Characteristics:
Loyal, high work ethic, strive for financial security, "waste not, want not", conformity, conservatism, traditional family values, simplicity, quality, comfort

Influenced by:
Great Depression, WWII, the Cold War, McCarthyism, Start of the Civil Rights Movement, Patriotism

Source: <http://bit.ly/2v8Rern>

Silent Generation (pre-1946) Aka Traditionalists

This wealthy generation has the largest lobbyist group, AARP. Mostly retirees, they are also the largest voting bloc. While their life needs and priorities have evolved, they remain active consumers of financial services.

What appeals to them:

- Family values, a sense of family and belonging
- Savings and financial security, leaving a legacy
- Simple layouts and direct messaging

While some of the Silent Generation use the internet and social media, they also still like to be reached via traditional media such as direct mail. It is important that the same message, visuals and offers be presented on both digital and traditional marketing channels.



**For his generation
and yours.**
We can help. Ask us how.

Andrews
FEDERAL CREDIT UNION

Silent Generation Ad Sample
Source: DeepTarget OLB (Online Banking)



Characteristics:

Experimental, individualist, free-spirited, self-believing, self-fulfillment, self-improvement, rejection or redefinition of traditional values.

Influenced by:

The rise of television, the assassinations of JFK and MLK, the Civil Rights Movement, the Beatles, the Vietnam War, the Apollo moon landing, and Woodstock.

Source: <http://bit.ly/2ube6VH>

Baby Boomers (1946 – 1964)

At a 74.9 million population, Baby Boomers are the nation's second largest living generation.

Source: *U.S. Census Bureau*

What appeals to them:

- A loyalty program that keeps them engaged
- An institution that offers multiple banking products
- Products that offer cash-back incentives

Baby Boomers prefer stability over change and tend to be very loyal to brands that build trust over the years. A bank or credit union that utilizes consistent messaging and value propositions generally perform well with this generation.

Baby Boomers Mortgage Sample
Source: DeepTarget OLB
(Online Banking)





Characteristics:
Rebellious, independent, entrepreneurial, anti-establishment, skeptical, ecologically-minded, anti-consumerist, short attention spans, multi-career minded.

Influenced by:
Watergate, the 1970s oil shocks, the Iran hostage crisis, rising divorce rates, the rise of personal computers, AIDS, and grunge music.

Source: <http://bit.ly/2ube6VH>

Generation X (1965 – 1979)

While more tech savvy than the previous two generations, Gen-X still prefers to communicate via email so be sure to incorporate email advertising for services that fit Generation X needs.

What appeals to them:

- Savings and coupons
- Contributing to a worthy cause
- Lifestyle nurture programs (messaging like “We’ve been with you all along”)

Many of this generation are not saving for their retirement or children’s college education as they had planned so programs and incentives to save are appreciated. Gen-X loves to support a cause so share your institution’s charitable outreach with Gen-X account holders.

Generation X Auto Loan Sample
Source: DeepTarget OLB (Online Banking)





Characteristics:
Style conscious, tech savvy, wealthier at a younger age, independent, socially and environmentally aware, pro-community, multicultural, pro gender equality.

Influenced by:
The fall of the Berlin Wall, the birth of the internet, the dotcom boom and bust, 9/11, social media growth, and the rebirth of pop culture.

Source: <http://bit.ly/2ube6VH>

Generation Y (1980 – 1994) aka Millennials

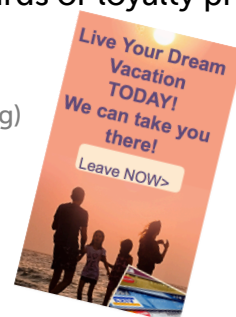
Millennials are the largest generation in the U.S. and prefer digital access across multiple platforms. This generation loves innovation and is always looking for the 'next big thing'. However 68% report they do not make a major decision until they have discussed it with people they trust.

What appeals to them:

- Focus on innovation and stay on trend
- Offer and emphasize reviews to show reliability and trustworthiness
- Provide social media incentives
- Offer rewards or loyalty programs

While this generation is very nimble and searches many options before making a decision, they are also drawn to rewards programs. 77% of millennials participate or are willing to participate in rewards or loyalty programs.

Generation Y Consumer Loan Sample
Source: DeepTarget OLB (Online Banking)





Characteristics:
Internet and technologically savvy, brand conscious, community-minded, multicultural, pro equality.

Influenced by:
the explosion of social media, the War on Terror, growth in mobile technology, the Bush Administration, the Obama election, and Reality TV.

Sources:
<http://bit.ly/2ube6VH>,
<http://bit.ly/2uaZ42f>

Generation Z (1995 – Present) Aka Net Generation

Gen Z is tech savvy across all digital channels. Messaging must be quantitative, quick, and authentic in “snack-able” content that captures their attention and proves the value added.

What appeals to them:

- Use quantitative data
- Reviews and testimonials resonate
- Provide a unified user experience across all digital channels
- Messaging should be to-the-point

This generation’s buying power is massive - \$44 billion, to be exact – and still on the ascendant.

Mobile brings us closer.

New places, new people, same service. Take us with you with our mobile app.



Generation Z Ad Sample
Source: DeepTarget OLB (Online Banking)

Chapter Four

Relevance in Communication

Communication that is relevant builds trust. By actually using the rich account-holder information that you own to target your communications across all channels, you are building trust between the consumer and their bank or credit union.



The ability to capture insights and needs of each and every individual account holder has become a necessity of the digital age. By using digital marketing, one financial institution can be having hundreds, thousands, and even hundreds of thousands of concurrent conversations with account holders.

Achieving relevance in marketing communication

What does relevance really mean?

Here are some questions to pose to individual account-holders to know whether your communications embody the critical element of relevance:

Does it solve any of their problems?

Does it meet a current needs?

Does it make them curious?

Does it resonate?

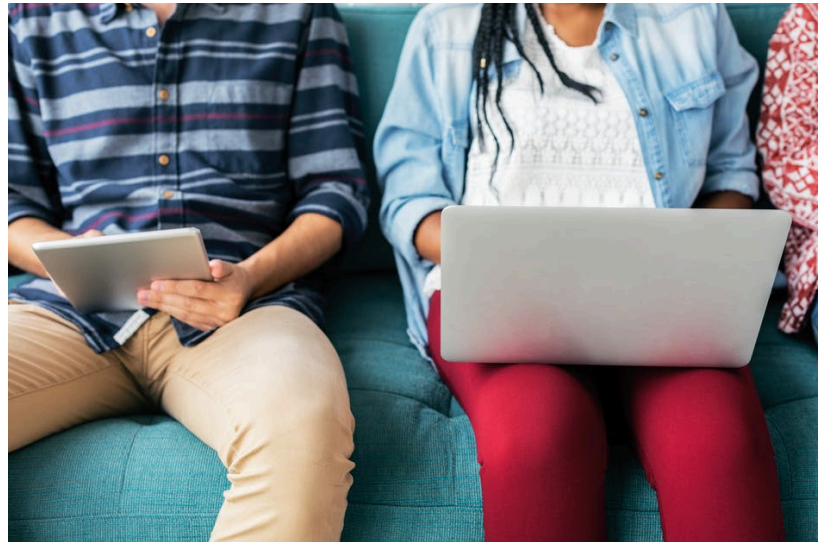
Will it make them think (about it)?

Will it be interesting and of interest?

Will it make them hopeful?

Will it help/simplify/support

their life objectives?



If the answer to all these questions is NO, then the current messaging is irrelevant and unnecessary. Messaging like this communicates that you do not know your customers, or do not care and that you are indeed wasting their time (and yours). Digital marketing products help take the guess work out of marketing by creating clear patterns and segments of your larger audience to make each marketing message meaningful to the reader.

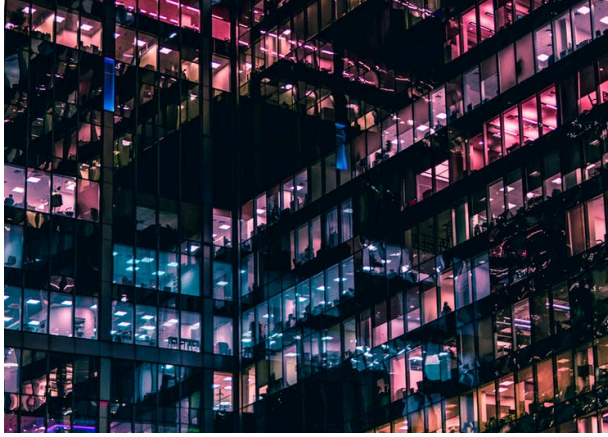
Targeted advertisements are, on average,
almost **twice as effective** as non-targeted ads.

A retargeted display ad will
encourage **1,000 percent** more people
to search for a product.

Source: <http://cmo.cm/2eKSutZ>

Bonus Resource: A 5-minute read for some awesome insights on marketing and relevance is this blog post by [Seth Godin](#): [What Every Marketer Knows](#).

Automation & Business Intelligence



Is your account-holder data gathering dust? Targeting is based on customer data that you already own and can automate for use.

Automation variables include: First name, age, gender, location, credit rating, financial info; loans, CDs, and more.

Source: <http://bit.ly/1uVqHDw>

Across all industries the adoption of marketing automation is growing at a rapid pace as realization of positive ROI spreads. On average, 51% of companies are using some form of marketing automation although levels of sophistication vary. This technology makes menial tasks practical while providing valuable business analytics. Plus, it makes intelligent segmentation and multi-channel marketing a reality.

Now that we have established how critical relevance is for all of your communication and cross selling to your account holders, the key is to **target the right offer or message to the right person at the right time and place.** To do this effectively and efficiently you must use business intelligence and automate the process. This creates a formula for success.

You already have access to all this information. With a digital marketing platform to automate and segment, you can target ads using a combination of factors such as life events, personal preferences and buying habits. Over time you can continue to multi-segment and be creative with your messaging using different communication styles to reflect the diverse personas in your account-holder base.

Get started today.

Chapter Six


Successful Campaign Strategies

Digital marketing services allow meaningful, consistent, and targeted messaging across many platforms.

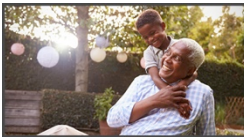

Inspired? Get started with DeepTarget automation services for the data you already have.

These display ads are courtesy of Andrews Federal Credit Union. Ads sized for PC, iPad, iPhone, and Android were part of a campaign used to target the traditionalists or silent generation. Results far exceeded expectations.



Source: <http://bit.ly/2ube6VH>





**For his generation
and yours.**
We can help. Ask us
how.




**For his generation
and yours.**
We can help. Ask us how.



**For his generation
and yours.**
We can help. Ask us how.



For his generation and yours.
We can help. Ask us how.



Key elements of successful campaign strategies

An overall campaign strategy must consider what our experts have identified as the six critical components of a campaign, each playing a key role in the overall success of each campaign, and therefore in the success of the overall strategy.

Each of these key elements combine to form a successful campaign strategy:

1. Targeting – the three levels of campaigns

- All users (non-targeted)
- Product categories (auto loan, credit card, HELOC, etc.)
- Generational sub-categories (age and confirm individual is not currently a customer of product offered)

2. Frequency – the ideal number of impressions or views for an ad

- 1-2 impressions is too few
- 4-6 impressions gets their attention
- 7+ impressions without a click means it is time to decommission ad

3. Timing – seasonality of buying

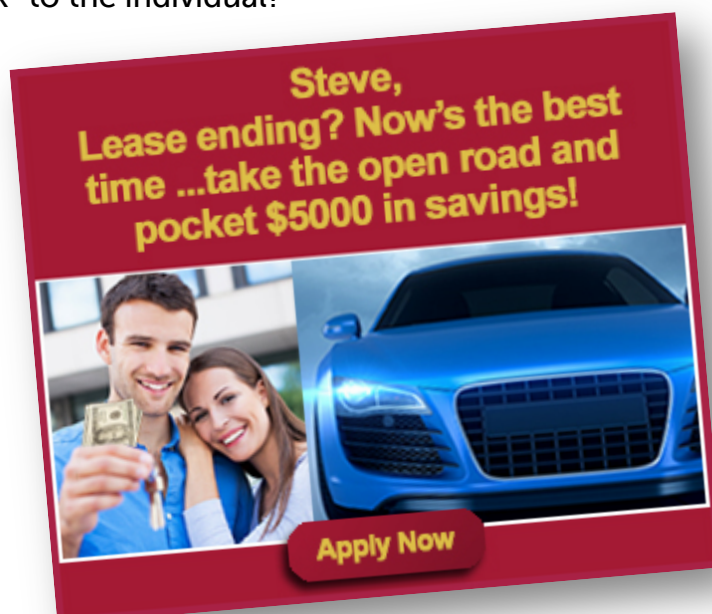
- Is the targeted individual buying now?
- Trends matter. For example) consumer loans in March, HELOCs in January/February, auto loans in May/June

4. Visuals – is the ad noticeable or appealing to the targeted individual?

5. Offer – is the offer appropriately compelling to the targeted individual?

- For example, one financial institution offered an auto load that said "...take home \$250 and you have no payments for 60 days!" a very successful campaign with the targeted millennials

6. Messaging – what is the title and sub-title, is it personalized (with a first name), does it "speak" to the individual?



Chapter Seven

ROI and Results

Once you have all the elements of digital marketing in place, that's when the fun starts. As Mr. Wonderful on Shark Tank would say,

"You can begin counting the money!"

Enterprises that apply advanced analytics have
33% more revenue growth and
12x more profit growth

Source: IBM

The aim of any marketing campaign is to get the right offer to the right person at the right time – wherever and whenever they choose to bank. Investing in a solution that can provide this marketing automation that allows this individual targeting to occur all the time to all account holders will yield tremendous results that go right to the bottom line. Digital marketing is the only practical way to make your marketing initiatives a reality.

"We can't be more pleased ... in just one month, we received over 500K views and 850 unique clicks that helped drive 213 sales transactions!"

Delynn Byars
SVP of Marketing
First South Financial



ROI and results that can be measured!

In the digital age, investments without access to results – metrics such as impressions, clicks, leads, sales transactions – no longer makes sense for any organization.



The good news is that not only is all of this possible, it is being done effectively and efficiently today. Results in the form of analytics dashboards and reports are provided to enable both a macro perspective to management as well as a micro view for the marketing department to analyze the results of one or multiple campaigns and optimize them.

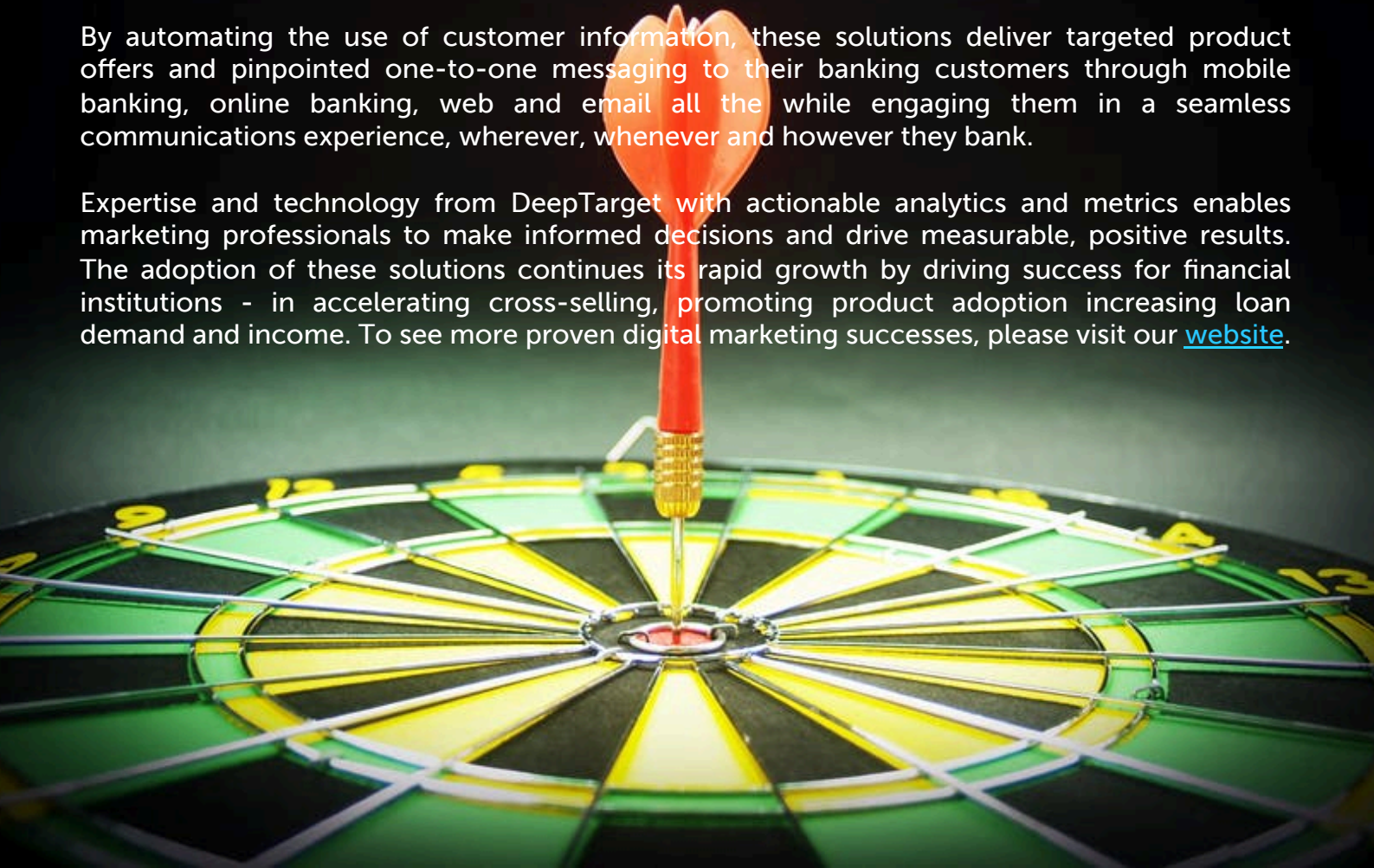
DeepTarget's expertise and experience has shown that even the most simple targeting methodology yields highly effective and positive returns. Get started today to get the results that matter in return.

About DeepTarget, Inc.

Today, more than 260 [DeepTarget](#) digital marketing solutions are in use by credit unions and banks across the country.

By automating the use of customer information, these solutions deliver targeted product offers and pinpointed one-to-one messaging to their banking customers through mobile banking, online banking, web and email all the while engaging them in a seamless communications experience, wherever, whenever and however they bank.

Expertise and technology from DeepTarget with actionable analytics and metrics enables marketing professionals to make informed decisions and drive measurable, positive results. The adoption of these solutions continues its rapid growth by driving success for financial institutions - in accelerating cross-selling, promoting product adoption increasing loan demand and income. To see more proven digital marketing successes, please visit our [website](#).



For more information or a personalized demo to show how we can help you deliver the **right offer** to the **right person** at the **right time**, just

email us at sales@deeptarget.com

phone us at 256-217-4055

www.DeepTarget.com

