

The Assignment:

The Client: First Wave Savings (FWS), a local bank based in Dover, New Hampshire, with additional branch locations in a handful of seacoast towns which include Exeter, Portsmouth, Newmarket, and Barrington.

The Topic: First Wave Savings is launching a kids' savings account program called Little Surfers Savings Club.

Details: The Little Surfers Savings Club offers parents an opportunity to set up a savings account for their children. The savings account offers a 2.25% interest rate. Upon making a \$20 deposit, kids receive a stamp on their account "punchcard." After receiving 10 stamps, FWS deposits an additional \$10 into the account as a reward. At 50 stamps, the child gets a free surfboard.

The Goal: Write a blog post that helps FWS announce its new program. Include a primary keyword to rank for as well as an additional one to two keywords that might also prove to be of value to the overall agenda. At the end of the post, include an applicable call to action (CTA). You'll also want to provide an appropriately sized meta description to include when the blog post is published. A template is provided below.

Target Audience: Parents looking for opportunities to help their children develop good savings habits.

Extra Credit Questions:

What are some other digital marketing tactics First Wave Savings can employ to promote this new initiative?

What are some features/tools First Wave Savings can take advantage of in HubSpot to push this new initiative along and/or track the effectiveness of their campaign?

Blog Post Template

keyword(s):

Meta description:

H1 Headline:

Body copy:

H2: Applicable subheading (feel free to use as many as you'd like)

Body copy:

CTA:

Extra Credit:

Keyword(s):

kids banking solutions - This option targets parents who are specifically searching for banking products and services designed for children and teens. By positioning the Little Surfers Savings Club as a comprehensive youth banking solution, First Wave Savings can appeal to parents who prioritize their children's financial education and want to provide them with a solid financial foundation.

Savings incentives for kids- This highlights the rewards and incentives offered by the Little Surfers Savings Club to encourage kids to save money. As the parent of a teenager, I know I've looked for ways to incentivize my son and try to help develop good savings habits with him, and see tangible rewards as an effective way to motivate him. By focusing on savings incentives for kids, First Wave Savings can attract parents, like my husband I, who are looking for innovative ways to teach their children/teens about money management and want to make the saving process fun and rewarding.

Financial literacy for children: This targets parents who are specifically interested in promoting financial literacy among their kids. As financial literacy becomes increasingly important in today's world, with kids so stuck in technology and gaming, parents are seeking resources and programs to help their kids develop essential money skills. By emphasizing the educational aspect of the Little Surfers Savings Club and its focus on financial literacy for children, First Wave Savings can attract parents who prioritize their children's long-term financial well-being and see the program as a valuable tool in preparing them for financial success.

Meta description: Get your kids on board with First Wave Savings' Little Surfers Savings Club. They'll catch the wave to financial success, earning interest, rewards, and a free surfboard!

H1 Headline: Ride The Wave into Financial Literacy with The Little Surfers Savings Club!

Body copy:

Hey, parents! Are you ready to ride the wave of financial literacy with your kids? First Wave Savings is thrilled to announce our newest offering: The Little Surfers Savings Club!

H2: Why Choose The Little Surfers Savings Club?

Body copy:

At First Wave Savings, we understand the importance of teaching kids about money management from an early age. That's why we've created the Little Surfers Savings Club- a fun, fresh and interactive way for kids to learn the importance of saving, spending, and the value of financial responsibility.

With a competitive interest rate of 2.25%, our kids' savings account provides a solid foundation for your children's financial future. Every time your little surfer makes a \$20 deposit, they'll receive a stamp on their account "punchard." Once 10 stamps have been collected, First Wave Savings will deposit an additional \$10 into the account as a reward. When your child's account reaches an impressive 50 stamps, they'll score a free surfboard- courtesy of First Wave Savings!

H3: Promoting Children's Financial Literacy Through Gamification

Body Copy:

The Little Surfers Savings Club isn't just about saving money- it's about having fun! By gamifying the saving process, we've made it engaging and exciting for kids to learn about their finances. From setting a savings goal to watching their balance grow, kids will develop valuable money management skills that will serve them well into their adult years.

H4: Join The Little Surfers Savings Club Today!

Body Copy:

Ready to make a splash with your kids' savings? Sign up for the Little Surfers Savings Club at Your nearest First Wave Savings branch today! Together, we'll help your little surfer catch the wave to financial success.

CTA:

Sign up for The Little Surfers Savings Club today and give your child the gift of financial literacy! Visit your local branch or our website at www.FirstWaveSavings.com

Extra Credit:

1. *Social Media Campaigns:* Sponsored postings on Facebook/Instagram to target parents and highlight the benefits of the Little Surfers Savings Club
2. *Paid Media:* Location targeted campaigns and adverts showcasing the program and its core benefits and features
3. *Influencer Partnerships:* Collaborate with Family Friendly Influencers who can create content showcasing the program and its rewards to their followers.
4. *Email Marketing:* Send out newsletters to existing customers and subscribers introducing the Little Surfers Savings Club and encouraging signups

HubSpot Tools:

1. *Email Automation:* Set up automated email campaigns to nurture leads and encourage sign-ups. With HubSpot's email performance metrics we can track the success of the FWS email campaigns promoting the Little Surfers Savings Club. We can monitor metrics such as open rates, click-through rates, and conversion rates to evaluate the effectiveness of the email content and design. We can utilize features like email segmentation and personalization to tailor messages to different audience segments and improve engagement. By analyzing email performance data, we can refine the email strategy over time to drive higher levels of engagement and conversion.

2. *A/B Testing:* With HubSpot's A/B testing feature, we can experiment with different variations of the FWS marketing materials, such as email subject lines, landing page designs, or CTA buttons. By testing different elements, We can identify which versions resonate best with their target audience and optimize the campaigns for higher engagement and conversion rates. We could test variations of email content promoting the Little Surfers Savings Club to determine which messaging generates the highest click-through rates and sign-ups.
3. *Lead Scoring:* HubSpot's lead scoring feature would allow us to assign scores to leads based on their engagement and interactions with the Little Surfers Savings Club campaign. We can set up criteria to track actions such as opening emails, visiting the website, or signing up for the program, and assign higher scores to leads exhibiting greater interest or engagement. By prioritizing leads with higher scores, we can focus our efforts on nurturing those most likely to convert, ultimately driving more sign-ups and account openings for the program.
4. *Website Analytics:* HubSpot's website analytics would enable us to track KPIs related to the Little Surfers Savings Club campaign. We can monitor metrics such as website traffic, conversion rates, and bounce rates to gauge the effectiveness of their marketing efforts and identify areas for improvement. We can track the number of visitors to the dedicated landing page for the program, the percentage of visitors who proceed to sign up, and the sources driving the most traffic to the page.