



COMMUNITY BANK CASE STUDY

A community bank serves middle-class families and individuals in their neighborhood. Their brand promise is to help people be good with money. This bank targets customers who value stability and trustworthiness. Some of their competitors include big banks that have shifted their focus to high-net-worth customers and are neglecting low-risk credit cards, loans, and savings products that target mid-level consumers.

AT A GLANCE

CHALLENGES

- Slow-loading website
- Low web traffic
- Lack of SEO
- More products
- Less than 150 keywords

RESULTS

- High organic web traffic
- Google 1st page
- Email Marketing
- SEM Strategy with higher conversion

RESULTS

After launching a strategic campaign to attract millennials, our client bank saw a 41% increase in applications from young adults. The campaign also helped drive gains in overall deposits and average account balances across the board. Digital marketing is a vital component of any business strategy these days. But it's still an area that can be improved upon for many banks. In fact, many small-to-medium-sized banks are struggling to keep up with larger competitors when it comes to digital marketing campaigns—and they're missing out on important opportunities as a result. We increased online traffic from 2% to 30% within six months of starting our digital marketing campaign.

OBJECTIVE

They have an in-house marketing team and reached out to us to be their partner and guide. Their goals were:

1. To increase website traffic.
2. To increase social media engagement.
3. To improve search engine rankings.
4. To enhance overall digital presence.
5. To empower branding.

BRANDING STRATEGY

Our branding strategy for this bank was based on its mission and target audience to help customers achieve financial success through personalized service and support. We then translated that into their social media platforms: Meta, Twitter, LinkedIn, TikTok, YouTube, and Pinterest. This allowed us to create a cohesive message across all channels. To reach our targeted demographic, we focused on content such as educational articles (e.g., how to start saving), contests (e.g., how many cans of soup can you stack?), and product announcements (e.g., new savings account). Through these strategies.

SOCIAL MEDIA STRATEGY

For this community bank, we knew we had to do something different for them to stand out. Our social media plan for them was to engage with our target audience through Meta, Twitter, and LinkedIn. In addition to posting content that would resonate with our audience, we also wanted to make sure that our posts were relevant to each platform. Once we gained momentum, we started a TikTok and introduced a call-to-action (CTA) at every post. We used our CTA to drive traffic back to their website, where we built an opt-in form into every page of their website. This strategy helped us collect over 1000 leads within two months!

Luna Bain
media & marketing