

# **Bank Marketers Agree – Digital Domination is Here to Stay**

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American Bankers Association Webinar  
Tuesday, May 24, 2022  
2:00 – 3:00 p.m. ET

# Disclaimer

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# Webinar Description

- ✓ The webinar will cover the survey conducted by the ABA last fall and highlight the prevalence of digital marketing in the budgeting and planning process for current bank marketers. Banks of all sizes are learning that digital marketing is more efficient, more measurable, and just as effective than only using traditional marketing.
- ✓ Various types of digital media dominated the 'greatest return' and 'increasing budget next year' categories of the ABA Marketing Budget survey. This webinar explores why bank marketers feel so confident shifting budget dollars to categories such as search, social and display advertising, what they mean by 'greatest return,' and what type of programs they are having success with (loan growth, checking acquisition, etc.).

# Introductions



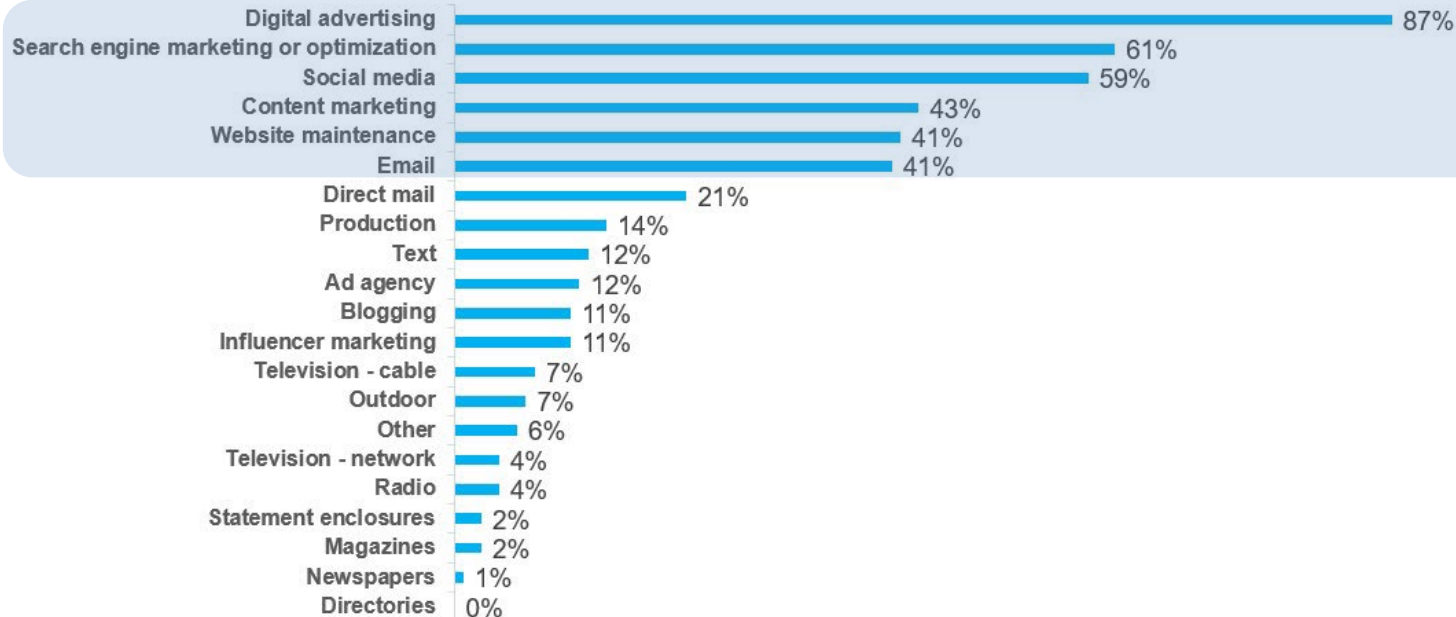
# Survey and Methodology

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- ✓ Fielded September 2021
- ✓ 121 participants, all bank marketers
- ✓ Banks ranged in size from less than \$500MM in total assets up to \$30B+

# Budgeting for Digital Marketing: Digital Grows

**Where do you anticipate increasing your marketing budget for the coming year?  
Select all that apply.**

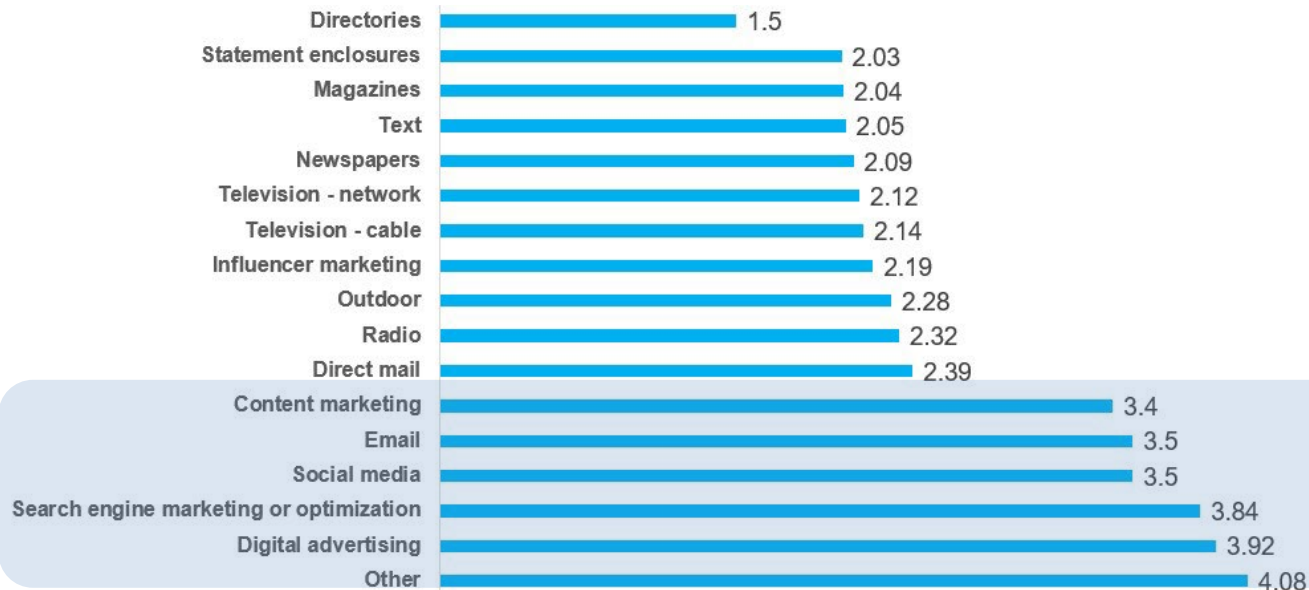


# Practitioner Perspective

- ✓ Are you also seeing a shift of your budget to digital channels?
- ✓ What is motivating the reallocation?
- ✓ Are there specific digital channels/media you are investing in?
- ✓ Are there things you are seeing digital do particularly well?  
Channels that are your go-to's?
- ✓ Do you have any advice for those who are getting ready to reallocate more of their budget to digital?

# Greatest Return for Marketers: Digital is King

## Rating the mediums by greatest return (mean average)





# Showing Leadership Marketing's Value

“Because we can measure our ROI, executives view our marketing department with a completely different lens, and money speaks volumes. And when they see that we can make money for the bank, they will allocate more budget for marketing.”

– Giana Porter, Machias Savings Bank

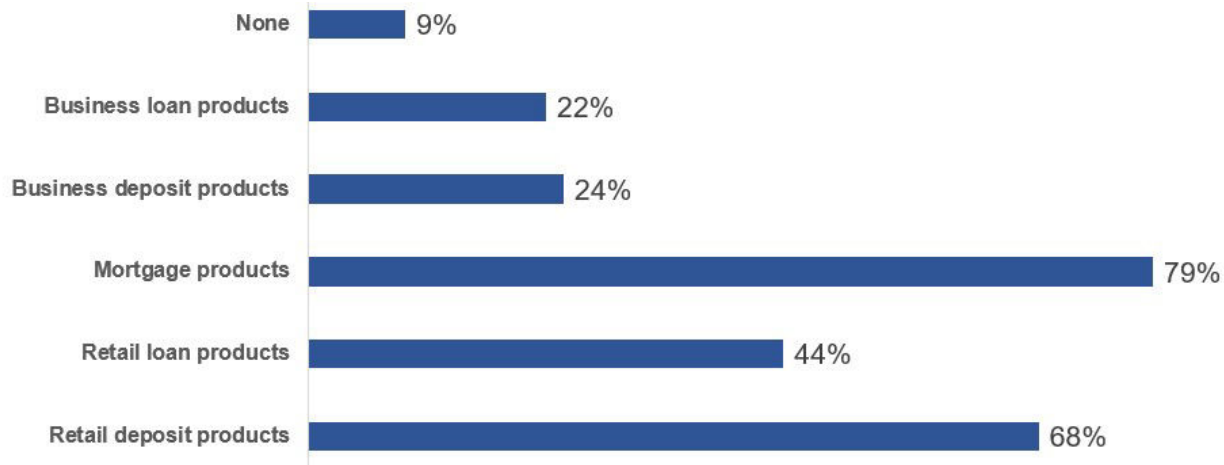
“There is more ability to track and quantify the results. In terms of defining greatest return, it is simply: How much business did it generate in terms of new clients and accounts?”

– Sheila Estes, Cambridge Trust

# Becoming a Sales Unit

As more banks turn to online account opening for all sorts of products, the website and digital account opening channel is becoming its own “branch”.

**Does your bank have an online application for the following?  
Check all that apply.**

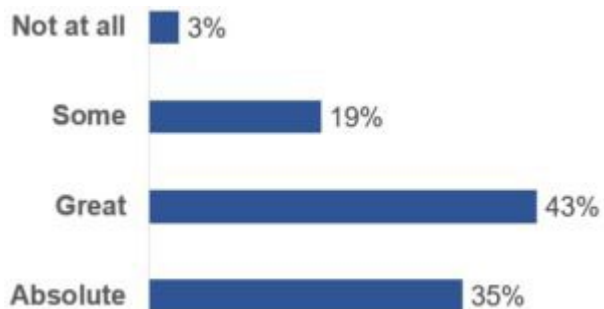


# Practitioner Perspective

- ✓ How would YOU define 'greatest return'?
- ✓ Would you agree that digital media has generated 'greatest return'?
- ✓ Do you have campaigns that drive leads or accounts through the digital channel (website)?
- ✓ What products have you most successfully generated through the digital channel?
- ✓ Are there any key learnings you'd like to share?

# Marketing Calling the Shots

**To what extent does marketing influence the digital strategy and programs at your bank?**



Almost 80% of respondents felt that Marketing has “great” or “absolute” influence over digital strategy and programs at their banks.

# Practitioner Perspective

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- ✓ How important is 'digital transformation' to your institution?
- ✓ How if at all are you involved in developing the digital strategy and working on digital initiatives at your institution?
- ✓ What actions have you taken within Marketing to become more digital?

# 5 Ways CPG is Helping Financial Institutions Reach Their Goals

Digital Demand Generation Program Development

Digital Marketing Campaign Development

Marketing Planning Execution & Budget Optimization

Digital Agency Audit Selection & Support

Marketing Technology Roadmap Planning



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