



VIRTUAL MARKETING SEMINAR: WINNING NEW CUSTOMERS IN TIMES OF CHANGE

June 8, 2021

SPONSORED BY:



Speaker: **TBD**

Tuesday, June 8

| | |
|------------------|-------------------------|
| 9 – 10:30 am | In Session |
| 10:30 – 10:45 am | Networking Break |
| 10:45 am – 12 pm | In Session |
| 12 – 1 pm | Lunch |
| 1 – 2:30 pm | In Session |
| 2:30 – 2:45 pm | Networking Break |
| 2:45 – 4 pm | In Session |
| 4 pm | Adjourn |

Part 1 – The Customer Journey in Banking: Creating an Effective Customer Experience

- Modern banking behavior
- The stages of the customer journey
- Making the journey about the customer
- Metrics of measurement to ensure success

Part 2 – Financial Product Marketing: Choosing the Digital Channels to Acquire New Customers

- SEO and content marketing
- Social media marketing
- Paid search
- Email marketing
- Affiliate (performance) marketing

Part 3 – How to Partner with Publishers and Influencers, Both Big and Small

- What role do publishers/influencers play in the customer buying journey
- How do you as a bank connect with the publishers?
- How to find the right publishers/social media influencers:
 - Relevance
 - Examples of influencers
 - Working with publishers and influencers on a performance basis
 - How to stay compliant while working with publishers and influencers



Part 4 – Key Metrics for a Successful Digital Strategy

- Forecasting and goal setting
- Calculating your complete customer acquisition cost and understanding your ROI
- Data aggregation
- Campaign attribution
- Tracking and optimizing campaigns

Part 5 – Closing Remarks: Tips and Considerations for Digital Marketing Success

- Tips on implementing digital marketing
- Strategies for testing and learning
- How influencer marketing helps combat the brand trust issue on financial services
- How to track and optimize campaigns