

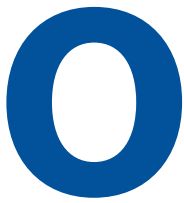
Branch Out for Marketing **Success**

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MARKETING SOLUTIONS

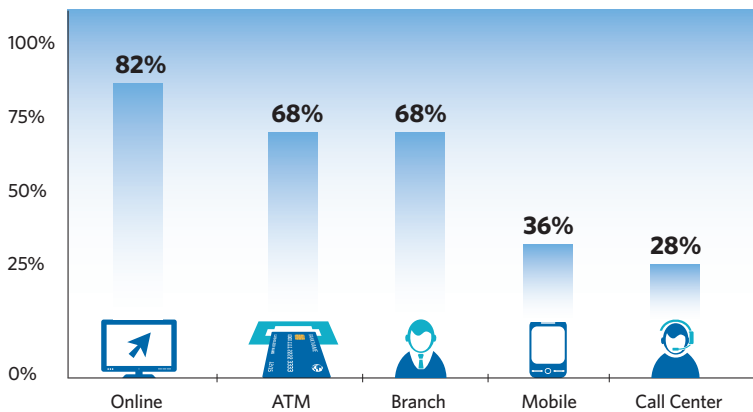


Over the past several years, financial institutions have come to recognize the importance of incorporating a variety of channels when communicating with their account holders. For promotional campaigns, direct mail, email and other media all go hand-in-hand. Messaging should be consistent among all communication channels to make marketing campaigns as effective as possible.

Campaigns are implemented without bringing tellers, platform staff and contact center employees into the mix.

However, there's something often overlooked in this exercise. And, for marketers, it is usually sitting right in front of them - retail staff. Campaigns are brainstormed, devised and implemented without bringing tellers, platform staff and contact center employees into the mix. This oversight can make even the best marketing initiatives fall short of their potential.

Channels Used in Last 30 Days



Source: Nielsen, *The Evolution of Modern Banking*, 2014

While the numbers are declining, better than two-thirds of bank and credit union account holders continue to visit a branch. In addition, more than a quarter of them continue to pick up the phone and call their financial institution in order to speak with someone about their finances. This indicates that branch sales can and will remain critically important to retail banking. Although more origination volume is shifting online, 71 percent of consumers still say they prefer to open an account in the branch.¹

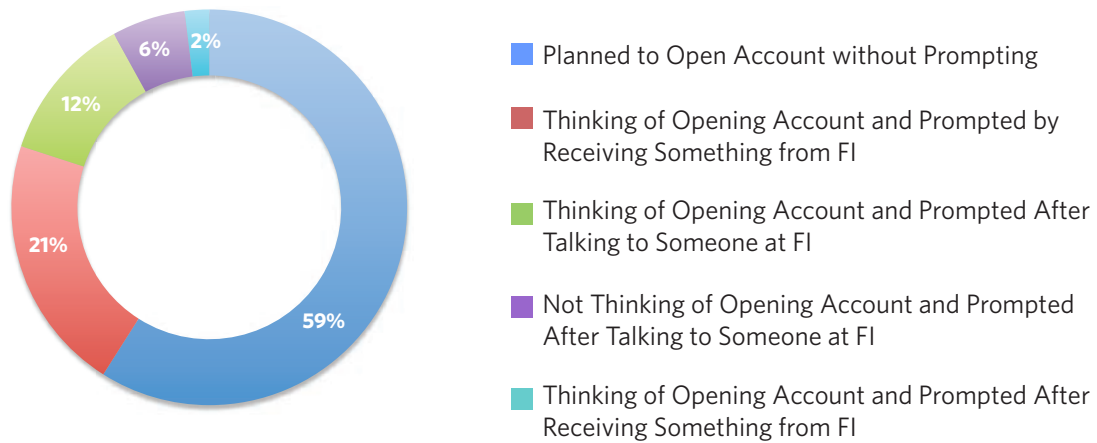
Branch sales can and will remain critically important to retail banking.

Across retail banking is a vast surplus of branch sales capacity; however, it is less common to find a retail bank or credit union with a truly proactive sales outreach. Most branch and contact center teams are still stuck in a reactive, order-taking mode that relies on advertising and promotion to drive sales.

¹ Novantas, *Transforming Retail Sales Force Economics*, 2012

But, marketers are forgetting something critical: More than four out of ten consumers say they open an account after talking to a staff member, which means consumers want advice and consultation from branch staff to help them make a decision.²

Source of Sales



Source: Gallup, U.S. Retail Banking Survey, 2013

While you're designing promotional campaigns with advertising, direct mail and email, don't forget to bring the retail staff into the mix.

1. Be sure the branch staff is trained to support the campaign with needs-based selling and consultation. Remember, this endeavor is a journey and not a destination.
2. Give branches realistic metrics to assess campaigns, and continually analyze and adjust measurements based on the results. Always measure staff goals for each campaign and reward those branches that meet and exceed them.
3. Regularly share best practices among branches so that the weaker performers can strengthen their skills in time for the next promotion.

Our strategic, data-driven marketing programs are designed specifically for financial institutions. For more information, please call **1.800.351.3843**, email us at contactHC@harlandclarke.com or visit harlandclarke.com/OmniChannel

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[What Do You Really Know? How Financial Service Marketers Can Win Using Better Data](#)

[Marketing Toolbox: 10 Creative Best Practices to Boost Loan Marketing Results](#)

² Gallup, U.S. Retail Banking Survey, 2013