

4 Ways to Measure the Health of Your Institution's Digital Brand

July 12, 2018

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Presenters



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Agenda

- Why Digital Health?
- Check-up #1 – Web Presence
- Check-up #2 – Digital Knowledge
- Check-up #3 – Customer Experience
- Check-up #4 – Performance
- Q&A

Why measure your institution's digital health?

A healthy brand delivers consistent, memorable, and differentiated experiences. Your success depends on engaging consumers in the moments that matter.



I-want-to-know moments

65%
of online consumers look up more information online now versus a few years ago.²

66%
of smartphone users turn to their phones to look up something they saw in a TV commercial.³



I-want-to-go moments

2X
increase in "near me" search interest in the past year.⁴

82%
of smartphone users use a search engine when looking for a local business.⁵



I-want-to-do moments

91%
of smartphone users turn to their phones for ideas while doing a task.⁶

100M+
hours of "how-to" content have been watched on YouTube so far this year.⁷



I-want-to-buy moments

82%
of smartphone users consult their phones while in a store deciding what to buy.⁸

29%
increase in mobile conversion rates in the past year.⁹

Source: <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/4-new-moments-every-marketer-should-know/>

A photograph of two men in business suits sitting at a desk. The man on the left is holding a tablet and pointing at it with a pen. The man on the right is looking at the tablet and smiling. They are in a bright office with large windows in the background. A glass of water and a laptop are on the desk.

Digital Health **Check-up #1** Web Presence

Are you managing your total web presence?



Local search is the new market.

Brick and mortar institutions have a competitive edge: having a local presence increases the opportunity of discovery. Consider these trends:

- 60 percent of consumers still prefer to open an account in-branch.¹
- 38 percent of consumers rank branch proximity as the reason for choosing or switching institutions²
- 94 percent of business searches start online³
- 76 percent of local mobile searchers visit a brick and mortar store within a day or less of their search⁴



¹ Sharp, Matthew and James, Anna, "2018 Global Multi-Channel Survey," *Novantas Research*, 2018

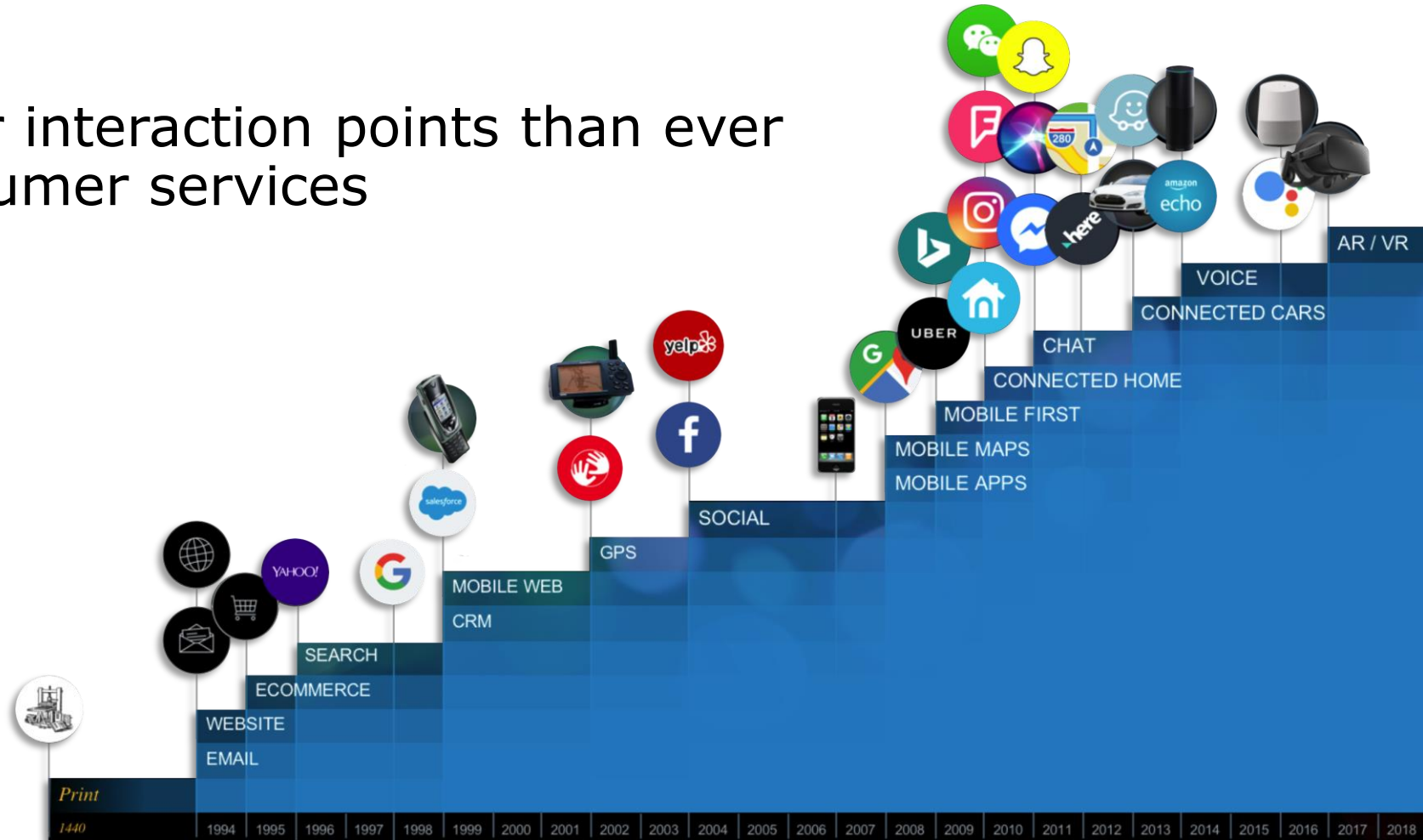
² Riddle, Mark, "Changing Branches In a Digital Age," *BAI Research*, October 14, 2016

³ Kaye, Lauren, "94% of Buyers Research Online," *Brafton.com*, October 26, 2014

⁴ Yext.com

The center of your brand universe? Consumers.

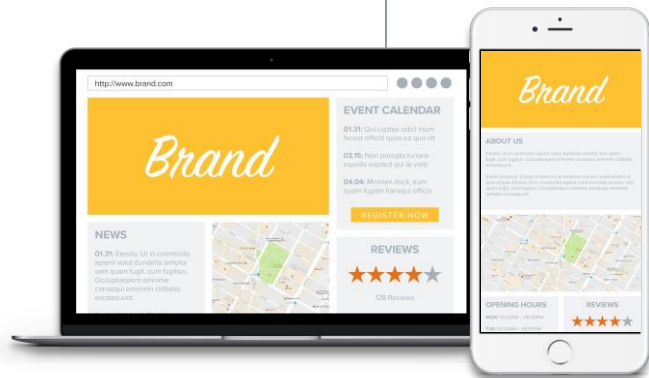
More customer interaction points than ever
with new consumer services



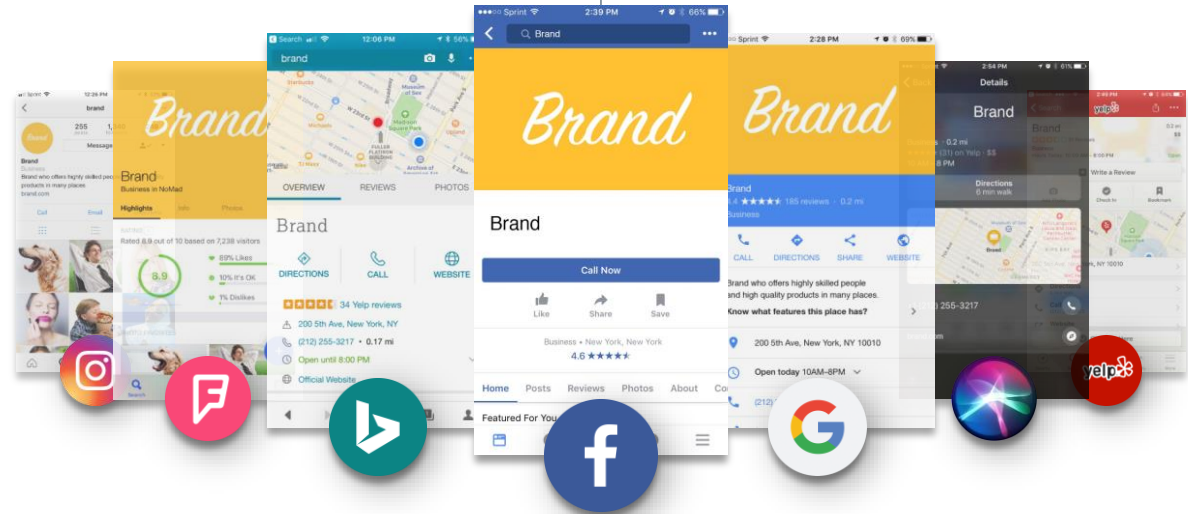
Your website is only the beginning.



1st-Party Web Traffic



Search, Maps, Directories, Voice, Chat



73 percent of high-intent traffic is going to new services

Source: Closser, Shane, "The Digital Evolution in the Mortgage Market," Yext.com, May 10, 2018.

Are you easy for account holders to access?



When consumers find wrong or missing information, they are less likely to turn to you for future needs. Mergers and acquisitions can result in missing or duplicate records of branches online.

Accuracy of Business Data Online Study

	FAs	Branches
Missing Listings	58%	6%
Duplicate Listings	9%	19%
Wrong Name	46%	26%
Wrong Address	64%	47%
Wrong Phone	42%	15%

Source: Yext.com



Are you optimizing your digital knowledge?

Digital knowledge management is more than just location information. It's about delivering rich content and distinct brand experiences across the digital universe.



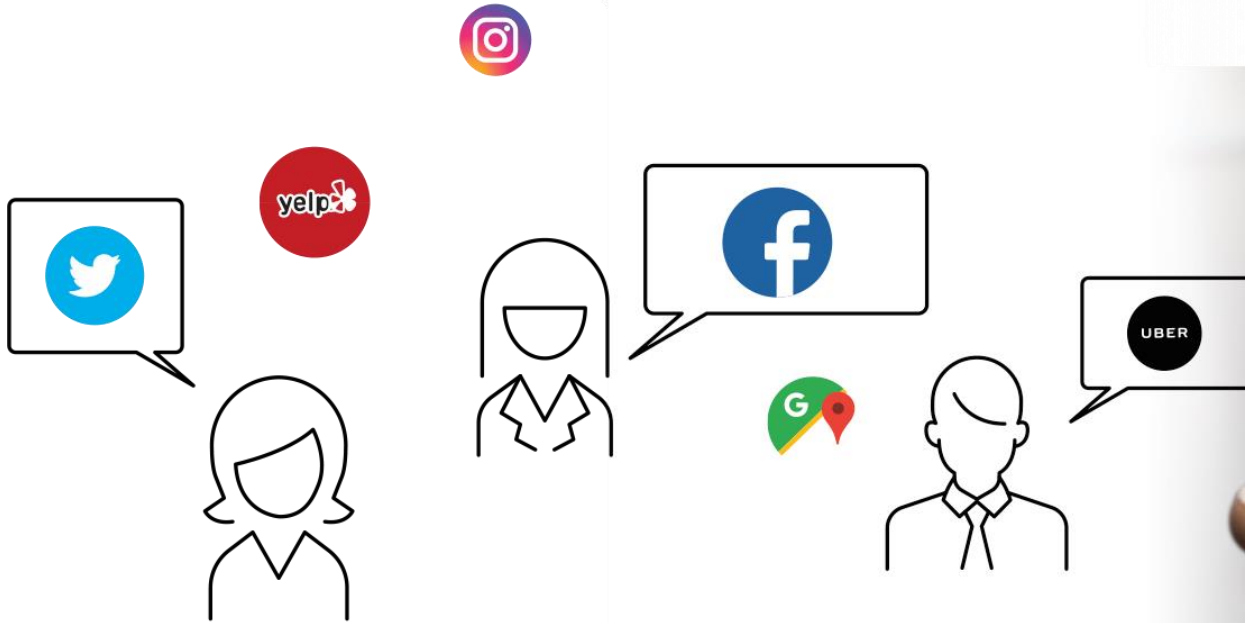
Are you managing your brand relevance?

Brands that deliver compelling, consistent and accurate information everywhere consumers search stand to attract more consumers than those institutions that don't.



Voice search is on the rise.

Voice is the fastest growing type of search. The one-result-only model is putting pressure on institutions to have accurate and detailed information — *everywhere*.



Digital Health Check-up #3 Customer Experience



Is your digital brand supporting your acquisition goals?


Delivering the best possible customer experience with your digital brand is critical to attracting qualified prospects, increasing online and offline traffic, and expanding the reach of your product and service promotions.



Are you delivering distinct customer experiences?

Get the right information to the right consumer at the right time and stand apart from the competition.

- Add new products and services
- Manage customer services
- Change your hours of operation
- Announce closures due to weather, natural disasters or emergencies
- Share a great new customer experience across the web and on Facebook
- Promote time-sensitive marketing campaigns

A quote graphic with a dark, semi-transparent background. It features a photograph of three people in an office setting. A woman in the center is looking towards the right, while a man in the foreground is seen from the back. The text is overlaid on the image in white and orange.

“Customer experience is proving to be the **only** truly durable competitive advantage.”

JAKE SOROFMAN
RESEARCH VP, GARTNER



Digital Health Check-up #4 Performance

Are you acquiring new account holders?



Each consumer touchpoint is an opportunity to engage consumers, increase conversions and strengthen account holder relationships.



Are you optimizing your marketing campaigns?



Attract qualified prospects, expand your reach and position yourself in social media. A healthy brand ensures you're discoverable when prospects are ready to take action.



Are you getting the most from your marketing spend?



A healthy brand is a strategic asset to help you optimize your online presence, increase online and offline traffic, and drive measurable business growth.



Questions?

For a copy of today's presentation please email Rachel.Stephens@HarlandClarke.com

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