

Case Study



NEXUS
Digital Marketing
POWERED BY CS3

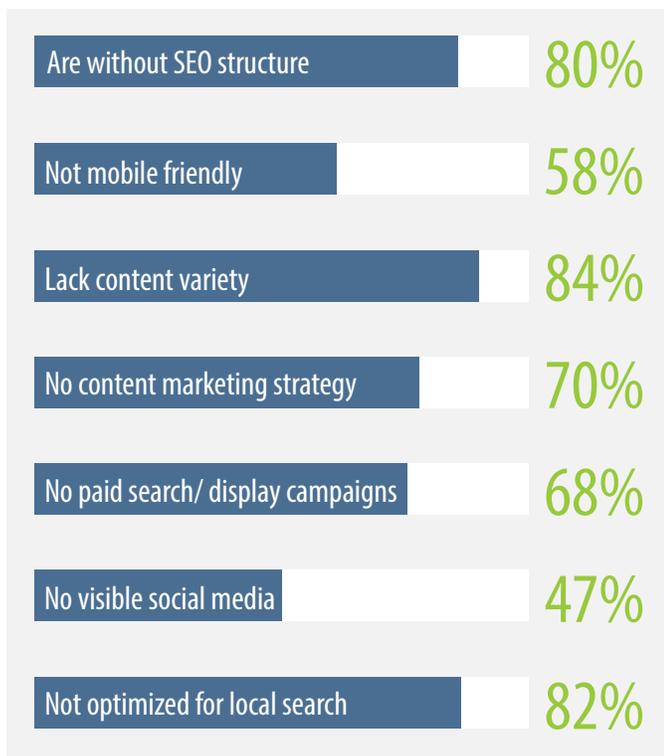
Client

Client is a 16-branch bank with approximately \$700 million in assets. Competition includes local banks and credit unions that are roughly the same size and regional/super regional banks that are 10-20x larger.

Challenge

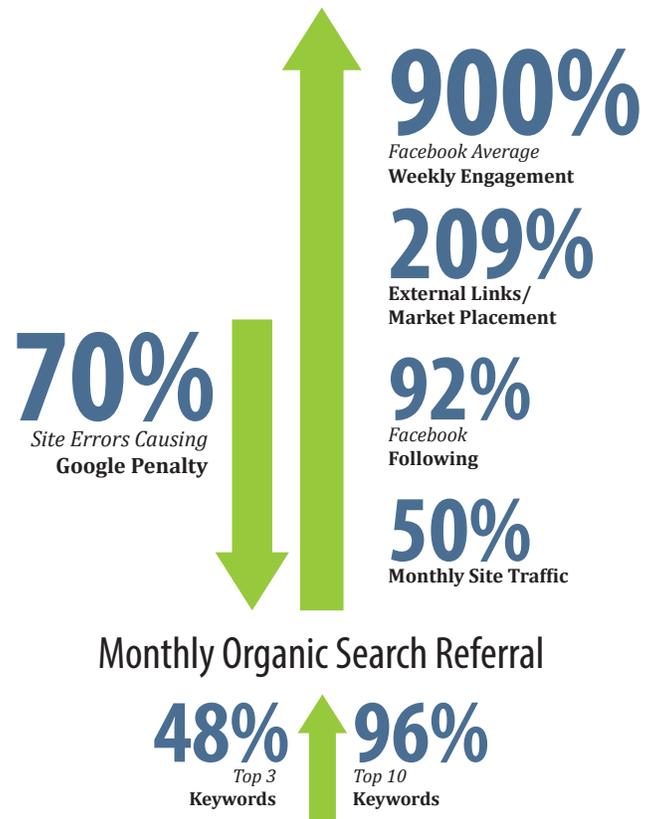
Client had a desire to assess their current digital presence and try to expand their reach. They entered two new markets in 2015 and one more in 2016. Client was considering investing substantial money into a traditional customer acquisition program but felt that a digital program might be able to expand their reach to the new markets more effectively. Client had invested little time and budget to their digital presence and had not updated their website (outside of product updates) in a few years. There were no established metrics on traffic or presence with them or their competition.

Industry Statistics show that Financial Institution Websites:



2015 Edge Multimedia Study

Client statistics after 8 months of using Nexus Digital Marketing:



Strategy

CS3 set out a three phase plan to elevate our client to become the digitally dominant bank in their market inside of 12 months. Digital dominance is measured through three metrics:

- 1 Achieve the same or better domain authority as the regional and super regional banks in their market.**
Domain Authority is a score (on a 100-point scale) that predicts how well a website will rank on search engines. We use Domain Authority when comparing one site to another or tracking the “strength” of a website over time. By using Domain Authority, a Bank can look at their presence versus banks of any size.
- 2 Expand all social media channels and drive more engagement than all of the banks in the area weekly.**
With engagement will come more fans/followers. With more fans and followers, the client will be able to market their services inside of a tight geo-fence, thus increasing marketing efficiency.
- 3 Drive more traffic on Google than all of their competitors.**
This will come with a keyword strategy, site clean-up (optimization), content strategy, and strategically used pay-per-click (PPC) campaigns.

Execution

Step 1:

Assess issues with the site to improve the ability to be indexed by Google.



Site fixes are primarily a “tune up” of the site’s engine, not so much the paint job (a site redesign). Google has given webmasters a very clear roadmap of the do’s and don’ts for a website. Google updates their rules about every 12 -18 months. If the site has not been structurally updated, odds are Google is penalizing the site and knocking it down in ranking.

Step 2:

Develop a content and keyword strategy.



In developing a short and long-tail keyword strategy, the client can rise to the top of the search engines based on what people in the market are searching. The best way to put the keyword strategy into motion is with digital content. By adding blogs, articles, tips, and altering current site content, we can help the search engines to point to our site when potential customers are searching.

Step 3:

Expand our reach with social media.



In order for the digital strategy to be effective we ultimately need to expand the reach of our marketing. This will include opening more social media channels, driving an increase in followers, and striving for increased engagement of those followers. We will also use social to drive traffic for the content we are adding to the site. Readers will help increase our traffic in search.

If these three steps are executed well, we should ultimately see an increase in Domain Authority.