



THE CLICK FACTOR: Rethinking Customer Engagement Strategies

Influencing the consumers who matter most



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How to make your messaging more impactful

As consumers we're all exposed to hundreds or thousands of messages every day. But how can we ensure that our messaging is engaging the consumers we want to reach?



What are customers thinking when we approach them through our marketing?



What types of images, content, and processes work best for catching member attention?



What are some of the latest findings from research about marketing & engagement?



How can we better implement these principles at our FIs?

6 Marketing is used to shape perception. But what is the perception of marketing itself?

What are consumers thinking

when we approach them with our marketing?



What's in it for me?

Do they even know me?

Does this content feel truthful?

Is it easy to interact with this brand?

What do others say about this brand?

What's in it for me?

Do they even know me?

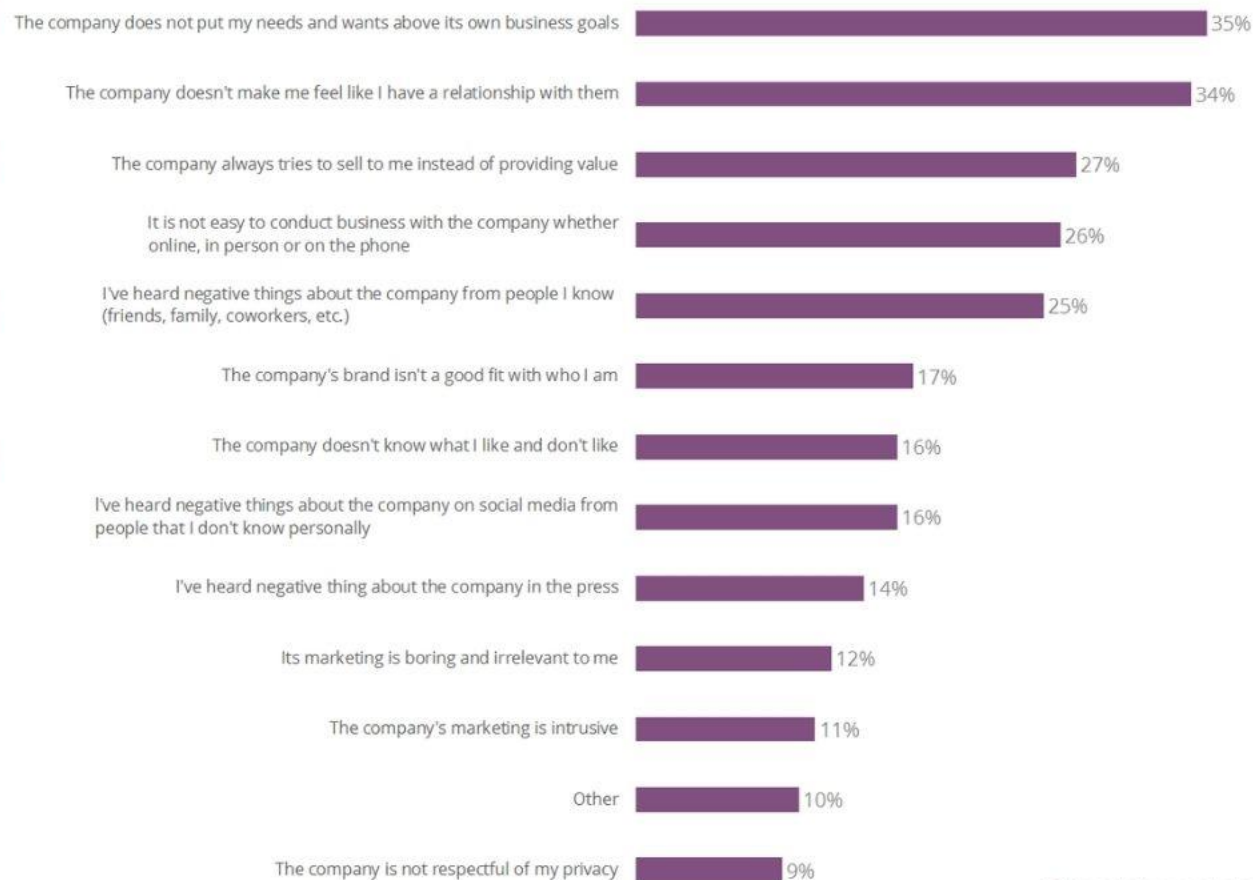
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Consumer-first Marketing (CFM) is an approach that strives for the highest degree of customer satisfaction and engagement through deep understanding of needs and wants and creating a value proposition with valuable products and services that exceed their expectations.

Thinking about the marketing of [the company they were highly unsatisfied with] which of the following is true about your experience?
Select all that apply.



■ Percent of respondents who selected each item

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McInsey's *Next in Personalization 2021 Report* reveals that companies who excel at demonstrating customer intimacy generate faster rates of revenue growth than their peers. And the closer organizations get to the consumer, the bigger the gains.

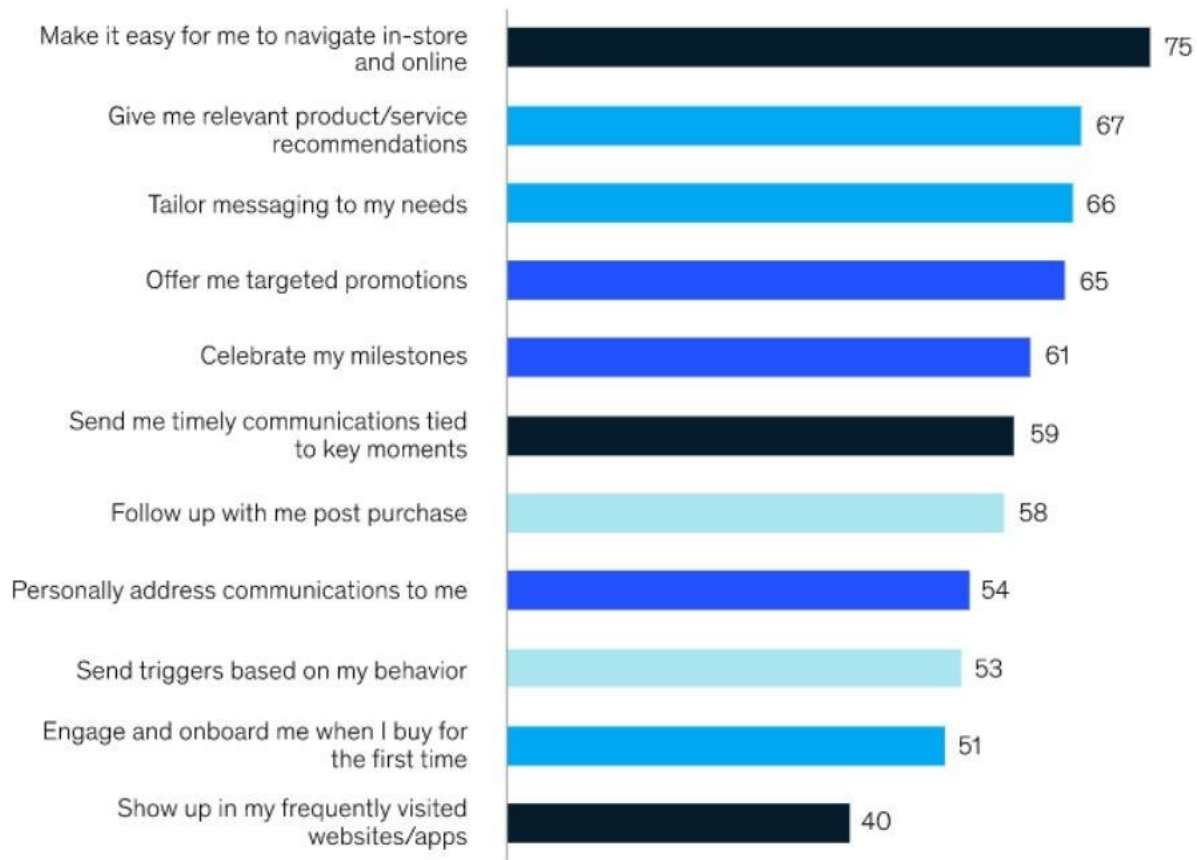
Importance of personalization actions for consumers purchasing for the first time, % of respondents¹

Meet me where I am

Know my tastes

Offer something just for me

Check in with me



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A study from Label Insights shows that

94%

**of respondents will stay loyal
to a transparent brand.**

And approximately

75%

**of these same customers will be happy to pay more
for products or services from a brand they believe
to be genuine.**

***If the brand isn't transparent,
consumers will have no tolerance for
any mistake the brand has made and
will quickly switch to another.***

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Consider taking a needs/experience-based approach, not a product-based approach to marketing

Consumers don't wake up one day and think, "Gee, I think I'll get a loan today, or maybe open a checking account."

— “ —

They have real life events such as divorce, marriage, a move or the birth of a child driving their financial decisions.

— ” —

A needs-based approach to marketing will make it easier to explain why consumers may need related products. Explore developing tools that can be embedded into key product pages to help uncover member needs - like calculators or polls and surveys.

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How financial institutions can improve the buying experience for consumers

CHECKING ACCOUNTS

Less paperwork

18%

Shorter process to apply/open account

17%

Better understanding of steps in process

14%



CREDIT CARDS

Shorter process to apply/open account

13%

Less paperwork

12%

More clarity on rates and fees

10%



MORTGAGE PRODUCTS

Less paperwork

34%

Shorter process to apply/open account

24%

Ability to go online to check status

23%



AUTO/PERSONAL LOANS

Less paperwork

21%

Shorter process to apply/open account

16%

Ability to go online to check status

14%



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BRAND MATTERS.

Other people's perception of your brand is what ultimately shapes who you are - no matter how hard you work at "branding" yourselves.

72%

OF CONSUMERS
TRUST ONLINE
REVIEWS AS MUCH
AS PERSONAL
RECOMMENDATIONS
FROM REAL PEOPLE

SEARCH ENGINE LAND

68%

OF CONSUMERS
GO TO SOCIAL
NETWORKING
SITES TO READ
PRODUCT REVIEWS

VOCUS

90%

OF CONSUMERS
SAY THAT POSITIVE
ONLINE REVIEWS
INFLUENCE THEIR
BUYING DECISIONS

DIMENSIONAL RESEARCH

Consistent message

Purchasing vs earning consumer attention

Intensity and duration

Quality and distribution

Positive emotional feelings



Brand Consistency

Online, offline, in-person, telephone and messaging are all equally as important to maintain consistency with things like use of color, tone of voice, brand elements and more.

People need to see information about a business at least 7x before they become a customer.

Marketing Approach Consistency

Here uniformity refers to the commitment of resource, time and strategic efforts towards your marketing campaigns.

Consistent message

Purchasing vs earning consumer attention

Intensity and duration

Quality and distribution

Positive emotional feelings

Purchase



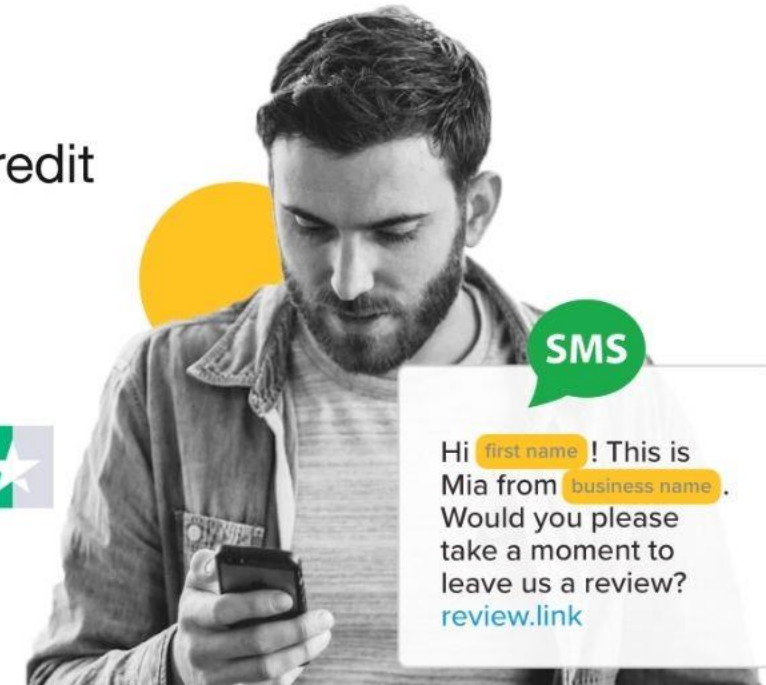
Earn

Navy Federal Credit Union is rated
Excellent

Based on 9,120 reviews



★ Trustpilot



Hi **first name** ! This is Mia from **business name** .
Would you please take a moment to leave us a review?
[review.link](#)

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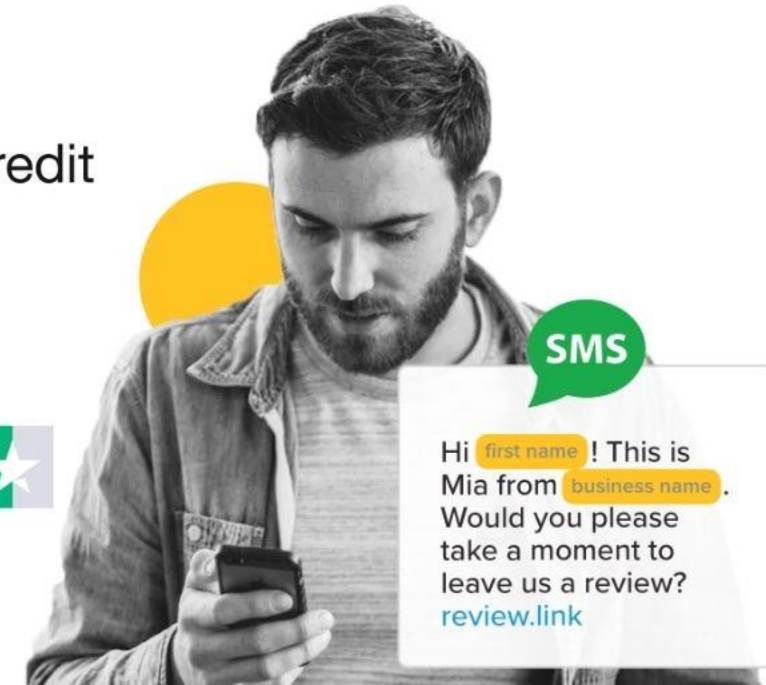
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Two Dimensions of Attention:



Intensity

The **quality** of attention during a specified time



Duration

The **quantity** of attention during a specified time



Both intensity and duration
achieve higher impact with
earned versus paid marketing.

Consistent message

Purchasing vs earning consumer attention

Intensity and duration

Quality and distribution

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Two Dimensions of Attention:



High quality content:

Valuable content to users with attention grabbing words. This content provides significant value either in the form of information or entertainment.

Content Quantity Versus Content Quality

High Quality

Example: *The New York Times'* Pulitzer Prize winning article "Snowfall"

Low Quality

Example: Poorly-written content without expertise or research, aka "filler content"

Most companies' content falls somewhere in between

Low Quantity

Publishing once a quarter or less

High Quantity

Publishing daily or several times a day

Consistent message

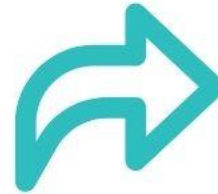
Purchasing vs earning consumer attention

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Two Dimensions of Attention:



Effective distribution

Segmentation. This distribution reaches those consumers who are most likely to share the marketing message.

How to capture attention through targeted and personalized campaigns

- Utilize artificial intelligence and predictive modeling to send the right message/offer to the right person, at the right time. Personalize!
- Research/study your target market behaviors, trends, wants, needs and lifestyle events.
- Start with your most loyal customers and build a lookalike audience
- Be relatable. Let photos speak for you.
- Encourage engagement - create a buzz.

Personalization at Scale

COCA-COLA'S SHARE A COKE CAMPAIGN

After 10 years of slumping sales, the company decided to take a new approach with its "Share a Coke" campaign

By simply putting popular names and labels (e.g., friends and family) on the bottles, Coca-Cola made its product jump out at consumers scanning the walls of teas, sodas, juices, and energy drinks. And the company increased sales by more than 2 percent in the process.



Create a buzz

OLD SPICE "SMELL LIKE A MAN, MAN" CAMPAIGN

The campaign was driven by the fact that 60% of body wash purchases were made by women.

The agency filmed more than 180 video responses to questions from fans and celebrities and posted them on YouTube. The company's Twitter and Facebook followings soared, and sales jumped 125%. By the end of 2010, Old Spice had become the No. 1 selling brand of body wash for men in the U.S.



Consistent message

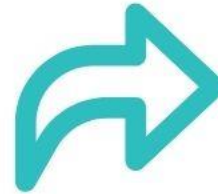
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Seconds count...



Joy and Surprise

Thales Teixeira found that surprise and joy effectively concentrate attention and retain viewers. Creating one of these emotions immediately will help keep viewer attention.

Build quick engagement with emotion

- To gain consumer attention, research shows that it is most effective to create a sense of surprise, which is then quickly followed by joy.
- Delivering joy quickly to build engagement is critical to drive the digital sharing that will generate earned attention.
- Utilize GIFs to deliver a quick burst of surprise and joy
- Try the unexpected in your brand campaigns and ads
- Consider evoking other emotions like happiness, delight, awe, and admiration within your marketing.

How can we better implement these principles at our Financial Institutions?



Build a strategic marketing plan that supports the overall goals of the organization and gain buy-in at all levels.



Utilize automated platforms: acquisition/retention programs, onboarding, AI/machine learning, media placement - things that can run at the push of a button.



Develop a brand guidelines/playbook document that maintains consistency among all platforms.



Regularly re-evaluate your brand tone of voice in relation to your target audience.



Budget for consistency and for the FUTURE! Invest the resources now for future success.

Thank You!

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