

Banking And Financial Services

5 Digital Marketing Trends For Finance

Financial institutions have always been alerting to stand out from the competition. Institutions that are quick to adapt and adopt digital marketing technologies find success in engaging their customers accordingly. However, there are still many conservative institutions that are slow to embrace new digital technologies.

Here are five major current digital marketing trends in the financial services industry that impact both the early adopters as well as the hesitant.



1 BIG DATA VS. RIGHT DATA

According to a report from Gartner, 64% of companies are currently implementing or have plans for big data initiatives. Shifting demographics and socioeconomics from seniors to baby boomers, from millennials to the Generation Z has forced companies to rethink not only about big data but also the right data for their marketers. The institutions that utilize the right data to drive actionable customer insights will thrive, while others may lag behind.



2 SOCIAL MEDIA MATURATION

Most of the brands already have a presence on social media. But beyond promotional messages, the true value of social media lies in leveraging it to create and engage audiences in conversation. Along with social media, companies must use several other channels like email, retargeting, organic search, and the like to reinforce the touch points.

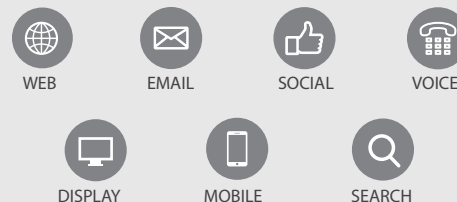
"IN A WORLD BASED ON ACCESS, NOT OWNERSHIP, THE DURATION, VALUE, COST AND EXTENT OF FINANCIAL SERVICES IS DISTINCTLY DIFFERENT."

LISA GANSKY

With a database of over 95 million and 31 proprietary online publications across 16 industries, Deck 7 data engineers, capture data and signals to provide marketers with customer insights and market intelligence they need to drive their growth strategy.

95 + million audiences **31** online publications
16 industries

With 7 channels of engagement, Deck 7 provides marketers with the ability to use the right mix of channels to engage with their audiences accordingly.



DECK⁷

With 300+ marketing specialists and engineers, Deck 7 provides resources, systems, processes, and integration for marketers to successfully execute “mobile-first” programs.

300 + marketing specialists and engineers

With almost two decades of experience, Deck 7 helps marketers implement digital marketing strategies to reinforce customer loyalty and brand awareness across multiple devices and platforms.

With 9 service areas that encompass these technologies, large databases of business decision makers, and proprietary online publications, Deck 7 works with marketers to execute innovative and highly successful B2B marketing strategies.

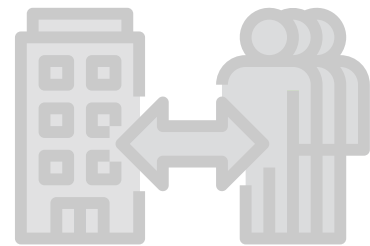
3

DIGITAL MEANS MOBILE



Marketers are quickly learning to leverage the mobile platform to nurture their relationships with existing customers. The mobile platform, with its ability to localize and personalize messages, can be used by marketers to attract new customers as well – making it a driving force for any financial institution’s marketing strategy.

4



RETAIL BANKING

While financial services have become entirely virtual in the way customers perceive them, several companies still seem heavily dependent on retail marketing and distribution through massive branch networks. By focusing more on real customer experience than on managing relationships, innovative marketers are using digital technologies to be cost-effective and upscale profits.

5



BUSINESS BANKING

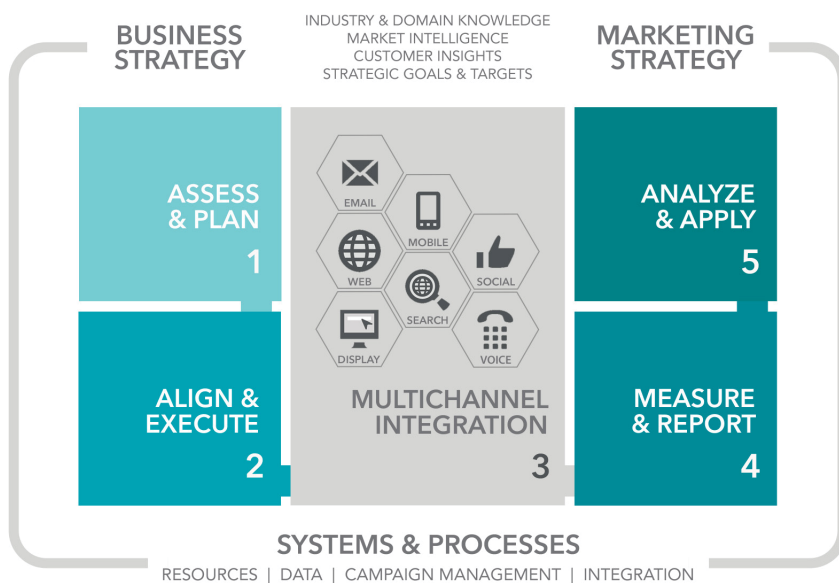
Financial service marketers, according to Laura Berger at BNY Mellon, “need to wake up to the opportunities afforded them through deep data analysis on digital channels, to yield greater levels of personalization and automation.” The best technologies will allow companies to use a mix of “analytics, content management, social listening, automation, personalization” to move far beyond traditional B2B marketing methods and practices. We couldn’t be in more agreement with Laura.

Deck7

Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.

DECK7™ FRAMEWORK FOR DIGITAL™



content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

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Demand Generation. At Scale.

