



Strategy ▶ Creative ▶ Execution

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Bank Marketing

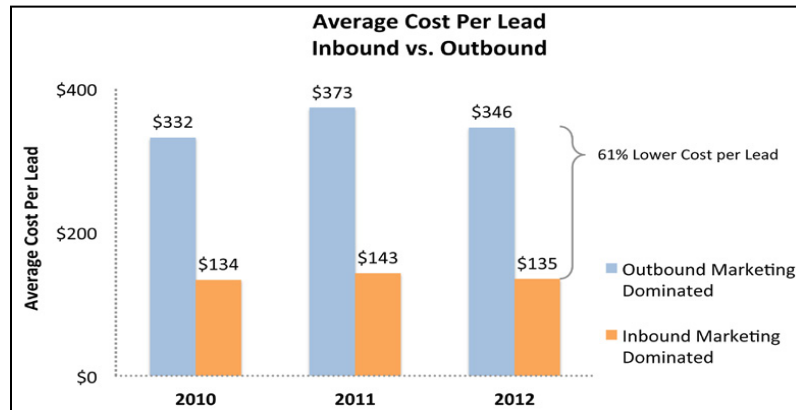
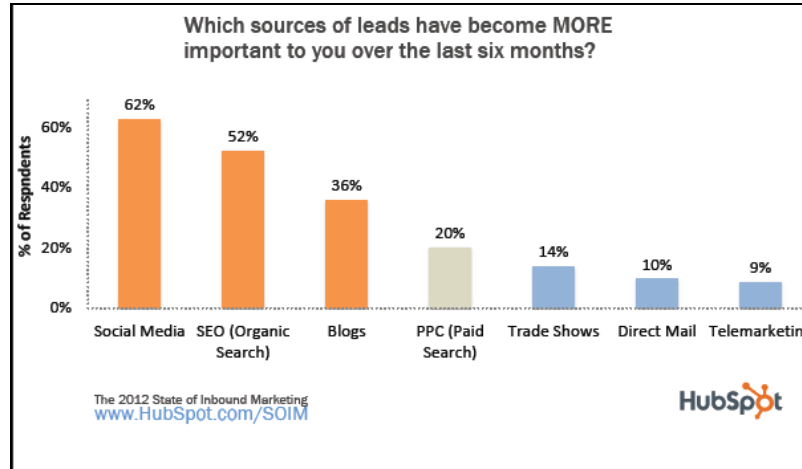
How to Create Differentiation with Inbound Marketing



Traditional media is under duress...



- ▶ 86% of people skip through television commercials
- ▶ 200 million people have registered for the FTC's "do not call list"
- ▶ 84% of 25 to 34 year olds have left a favorite website because of an "irrelevant or intrusive ad"
- ▶ 91% of email users have unsubscribed to content they had previously opted-in to receive
- ▶ 44% of direct mail is never opened



- ▶ **Increased Budgets.** 89% of marketers are increasing or maintaining inbound marketing budgets
- ▶ **Higher close rates.** SEO leads have 14.6 % close rate, vs. outbound sourced at 1.7% (8x). Link-based referral leads are 5x more likely to close
- ▶ **Inbound cost per lead is 61% lower** than outbound marketing on average
- ▶ **81% of businesses rated their company blogs** as “useful,” “important” or “critical.” An impressive 25% rated their company blog as “critical” to their business
- ▶ The best platform for B2B companies was **LinkedIn with 65%** of respondents acquiring a customer, followed by blogging at 55%

About the State of Inbound Marketing Report : Based on surveys conducted each year from 2009 to 2012. The 2012 results are based on responses from 972 professionals who were familiar with their business’ marketing strategy. These professionals included marketers, business owners, entrepreneurs, and executives at companies of various sizes. 72% were B2B.

▶ Why?

- ▶ Because they always have
- ▶ Lack knowledge for how inbound marketing works
- ▶ Un-integrated CRM systems and email automation systems
- ▶ Marketing staffs too lean to implement
- ▶ Community relationships favor traditional sales activities
- ▶ Customer privacy and fraud potential are concerns
- ▶ Sales force compensation structures are less commission focused than other industries
- ▶ The average age of bank marketers is higher than in other industries (i.e. greater comfort with traditional marketing)

- ▶ Prospects will come to you when they are actively researching a need that they have
- ▶ Your institution will be differentiated in its marketing approach
- ▶ Your customers and prospects will value having access to reliable, non-salesy information and advice.
- ▶ Your prospects will be more willing to engage in sales conversation
- ▶ The process drives traffic to your existing site or a dedicated microsite with SEO, PPC, Blogging, SM and even select outbound channels such as direct mail.
- ▶ Delivered via Cloud for secure, simple execution
 - ▶ SaaS (Software as a Service) model greatly reduces IT involvement
 - ▶ No hard capital investment
 - ▶ Nominal monthly service fee
- ▶ Includes marketing automation platform

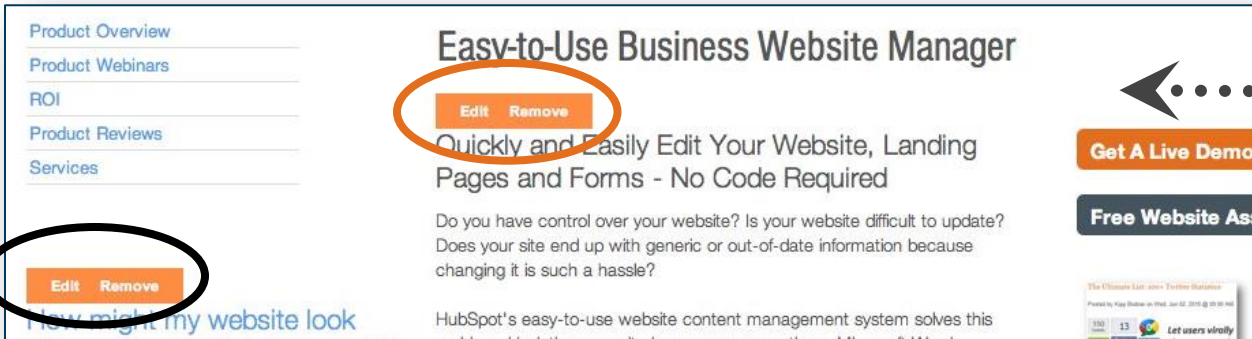
What is Inbound Marketing?

Inbound marketing is a holistic, data-driven strategy that involves attracting and converting visitors into customers through personalized, relevant information and content – not interruptive messages – and following them through the sales experience with ongoing engagement.

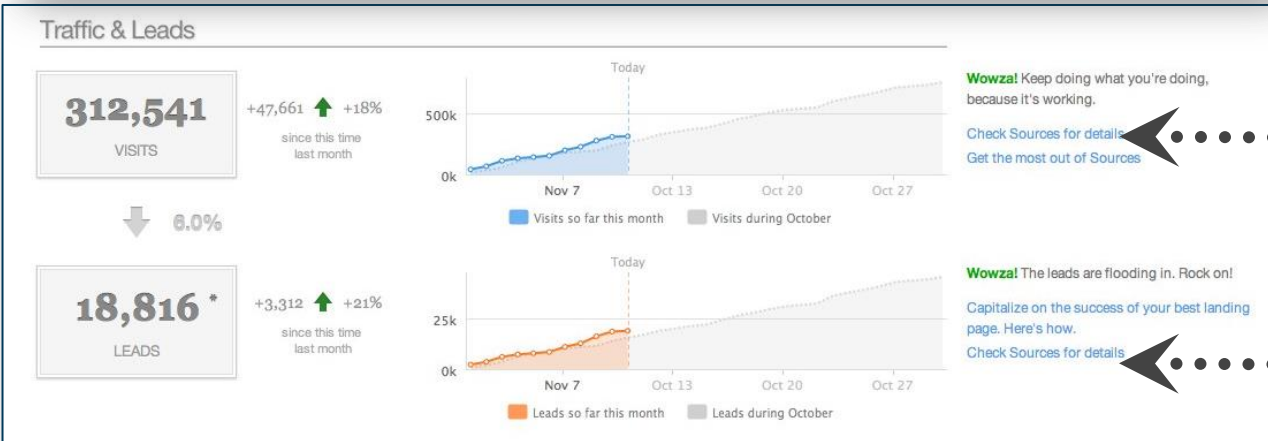
Over the past five years, marketers have witnessed a tectonic shift in strategy, from campaign based interruption marketing, to a consistently measured, closed-loop inbound marketing strategy - one that pulls interested customers to your institution and creates lasting relationships.



- Create a marketing specific microsite or module on your existing site.
- Creates and updates website pages in moments, without needing a developer
- Instantly see how effectively website drives visits & leads



Easily edit pages -
-no coding
needed



Keep track of how
your website is
doing each month

Dynamic
messages advise
you on what to do
next

SEO: Optimizes content so leads find you

The Key Word App

KEYWORD	MONTHLY SEARCHES	DIFFICULTY	VISITS	LEADS	RANK	NEXT STEPS
easy blogging software	22	59	0	0	19	Blog this
linkedin marketing group	0	60	0	0	11	Blog this
keyword tools	12,100	56	0	0	44	Blog this
generate leads	1,300	50	0	0	11	Blog this
social media breakfast 10	0	48	0	0	15	Blog this

See a list of “sweet spot” keywords and take action to increase your rank

KEYWORD	MONTHLY SEARCHES	DIFFICULTY	VISITS	LEADS	RANK	NEXT STEPS
hub spot	1,900	69	2,155	78	1	Landing Page
marketing tools	6,600	52	160	2	6	Landing Page
marketing software	4,400	51	136	6	3	Landing Page
performable	1,600	58	359	4	2	Landing Page
marketing analytics	2,400	53	70	0	5	Landing Page

See what keywords brought in the greatest # of leads

...and which drive traffic but not conversions - attach CTAs to those keywords

KEYWORD	MONTHLY SEARCHES	DIFFICULTY	VISITS	LEADS	RANK	NEXT STEPS
twitter	55,600,000	75	27	4	100+	Alternates
facebook	2,520,000,000	73	23,686	22	100+	Alternates
facebook page	27,100	83	0	0	100+	Alternates
salesforce	301,000	71	0	0	100+	Alternates

View your underperforming or costly keywords and find alternatives

- ▶ See what websites are linking to your institution and how valuable that link is in improving your search engine optimization

Link Grader
Monitor & build inbound links

382 NEW LINKING DOMAINS (IN THE LAST 30 DAYS)	12 AVERAGE LINK GRADE™ FOR THE NEW LINKING DOMAINS	13,336 TOTAL DOMAINS LINKING TO YOU 396,863 LINKS FROM DOMAINS	54 AVERAGE LINK GRADE™ MEDIUM
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See Inbound links for your competitors too

Inbound Links | **Competitors** | **Search**

DOMAIN	FRESHNESS ▼	TOTAL LINKS	AVG. LINK GRADE™	VISITS	LEADS
tagza.com	3 weeks ago	1	75	2	0
goldeneagletax.app11.hubspot.com	3 weeks ago	1	0	1	0
lauramurraypr.com	3 weeks ago	1	0	2	1

- ▶ Track how well your pages are optimized for search, get clear instructions on how to improve them

Page Grader
Optimize each page of your site

988
pages w/ problems
go to page details to fix them

994
total pages
994 in the past 30 days

0.8
average page grade

404,233*
total inbound links
29,898 total internal links

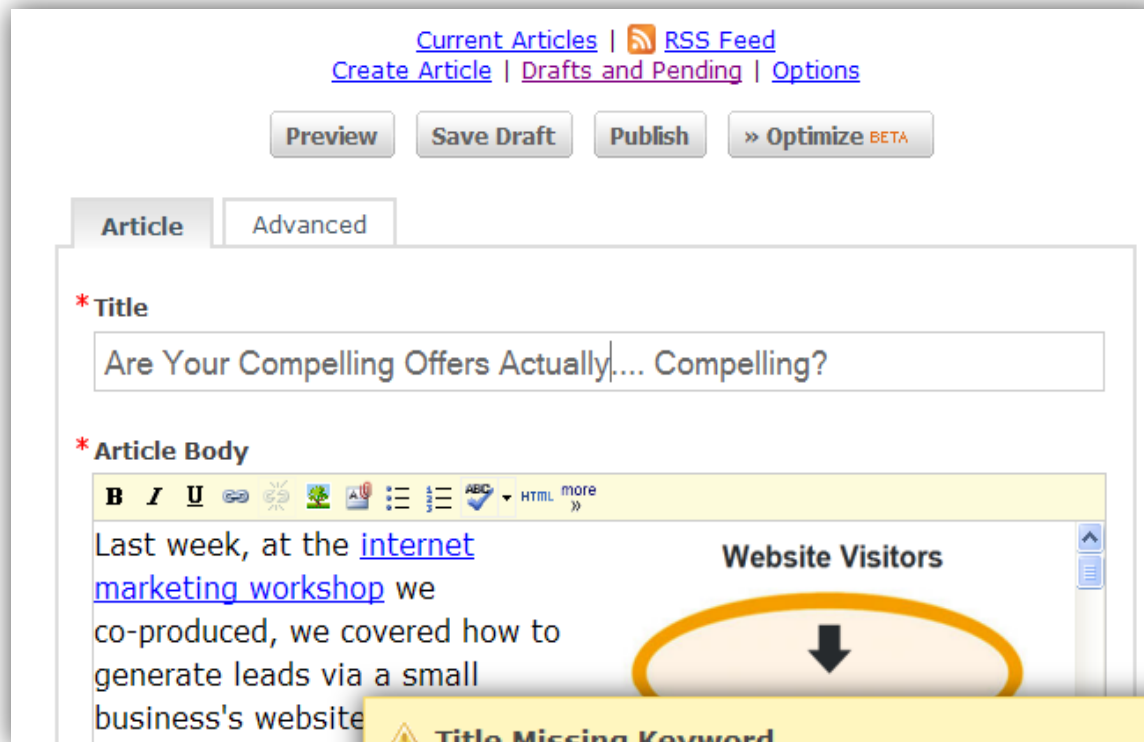
[Export](#)

Status	Page Title	Ranked Keywords	Visits	Inbound Links
⚠	HubSpot Inbound Marketing Software	138	161,012	1
⚠	How to Master Facebook Marketing in 10 Days	1	53,521	10
✓	How to Use Facebook for Business - Free HubSpot eBook	5	53,219	57
⚠	Free eBook: The 25 'Must Have's' of a Great Business Website	0	34,822	2
⚠	Internet Marketing Software Products	45	30,297	997
⚠	Inbound Marketing Software Product Versions & Pricing	7	28,916	7
⚠	Free eBook: 99 Tools to Generate Leads with Social Media	0	27,679	12

Page has images without alt text
✖ [Dismiss Errors](#)

Get an explanation on what needs to be improved

- ▶ Track how well your posts are optimized for search
- ▶ Offers clear instructions on how to improve them

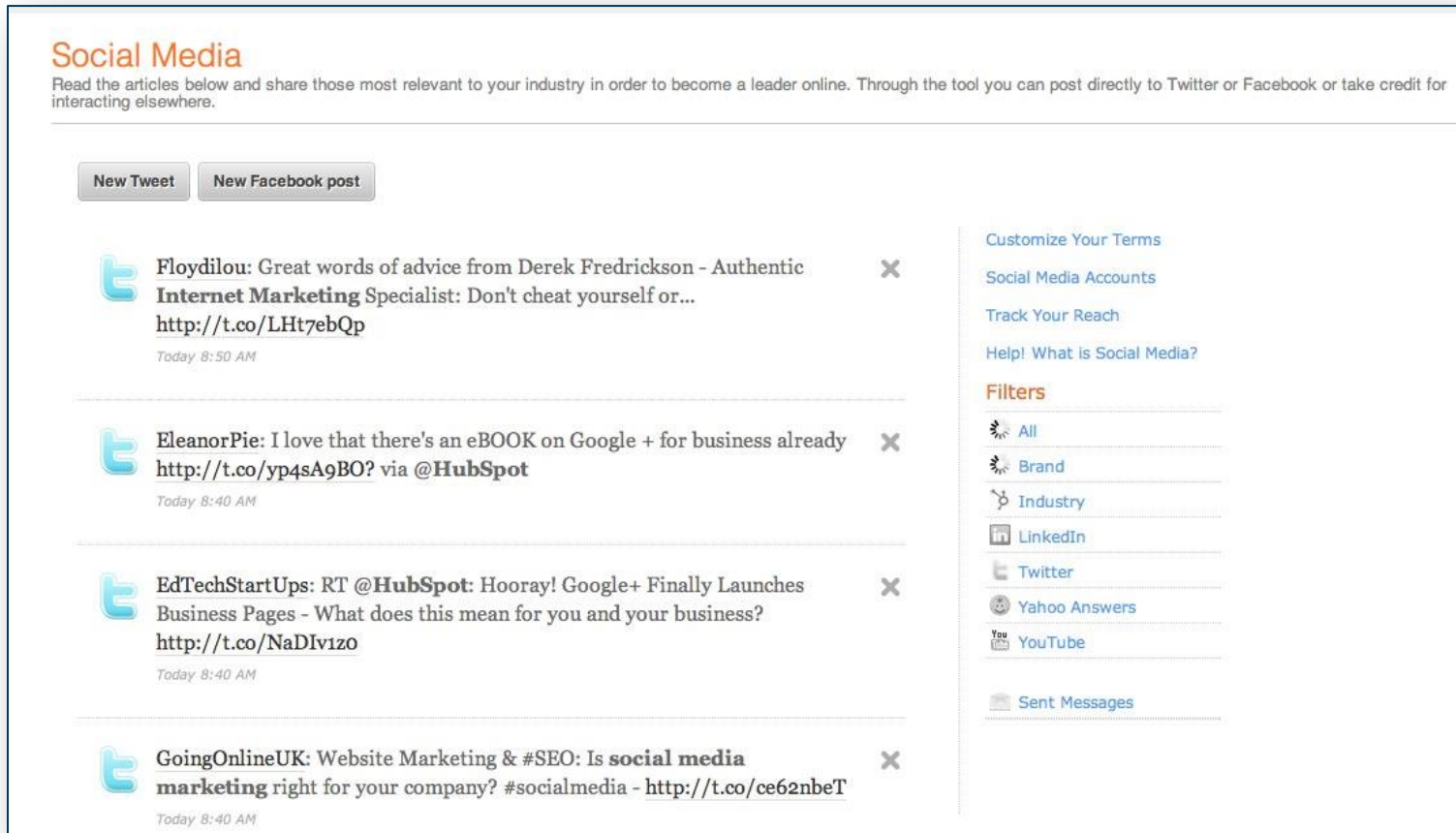


Easy blogging interface

Dynamic advice on improving your posts





SEO Optimization

- ▶ Easily populate and monitor social media mentions across networks on your keywords, company name and competitors











Social Media
Read the articles below and share those most relevant to your industry in order to become a leader online. Through the tool you can post directly to Twitter or Facebook or take credit for interacting elsewhere.

[New Tweet](#) [New Facebook post](#)

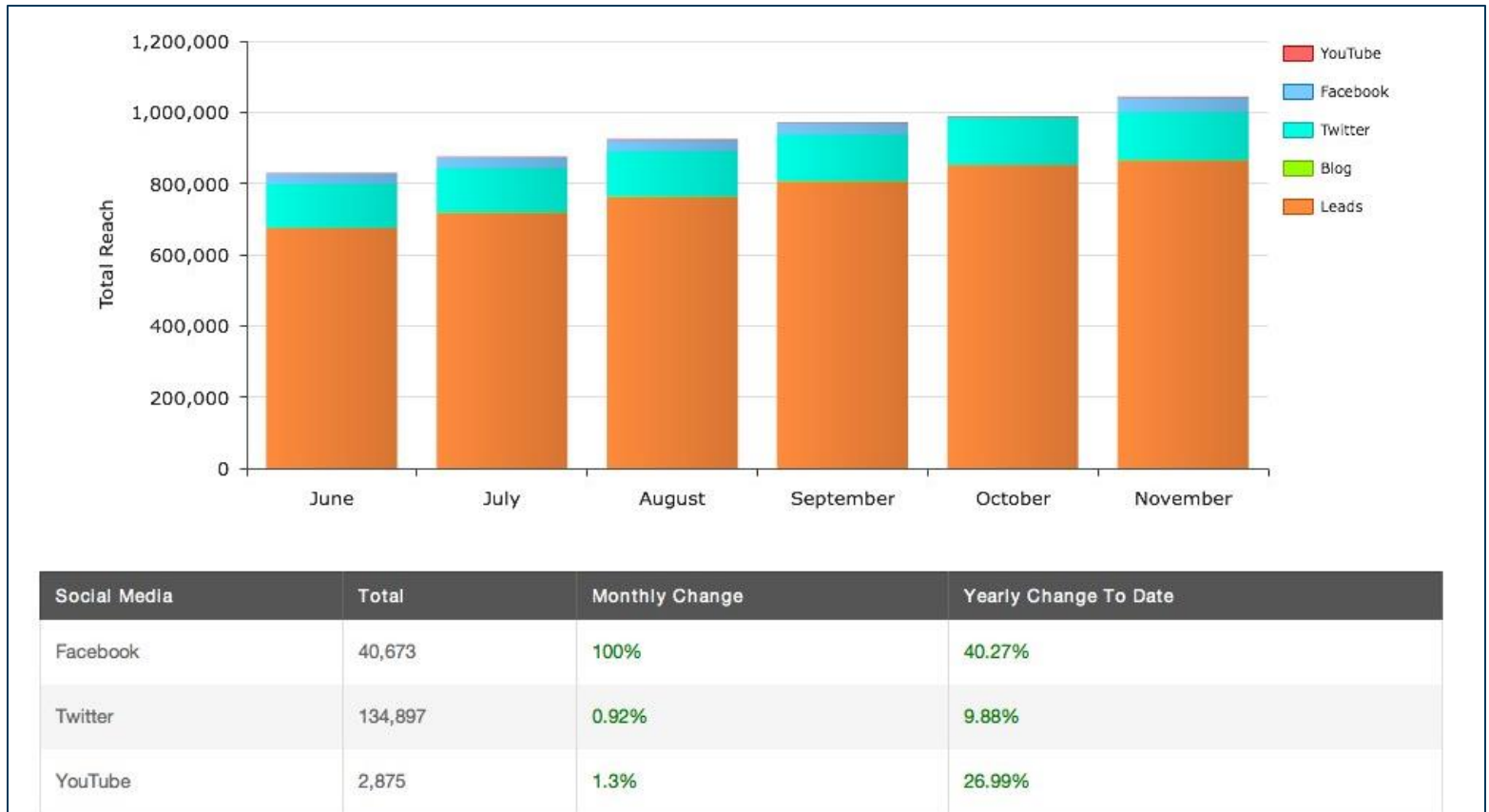
-  **Floydilou:** Great words of advice from Derek Fredrickson - Authentic **Internet Marketing** Specialist: Don't cheat yourself or...
<http://t.co/LHt7ebQp>
Today 8:50 AM
-  **EleanorPie:** I love that there's an eBOOK on Google + for business already
<http://t.co/yp4sA9BO> via @HubSpot
Today 8:40 AM
-  **EdTechStartUps:** RT @HubSpot: Hooray! Google+ Finally Launches Business Pages - What does this mean for you and your business?
<http://t.co/NaDIv1zo>
Today 8:40 AM
-  **GoingOnlineUK:** Website Marketing & #SEO: Is **social media marketing** right for your company? #socialmedia - <http://t.co/ce62nbeT>
Today 8:40 AM

Customize Your Terms
[Social Media Accounts](#)
[Track Your Reach](#)
[Help! What is Social Media?](#)

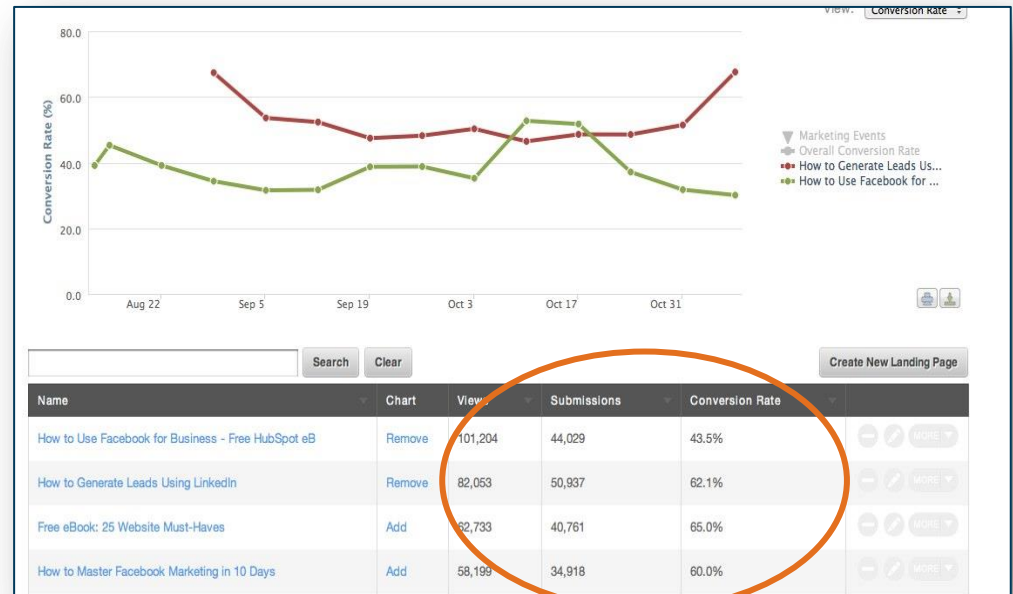
Filters

-  All
-  Brand
-  Industry
-  LinkedIn
-  Twitter
-  Yahoo Answers
-  YouTube
-  Sent Messages

- ▶ See which channels are bringing in the most traffic and leads.



- ▶ Easily create landing pages and measure their effectiveness over time.

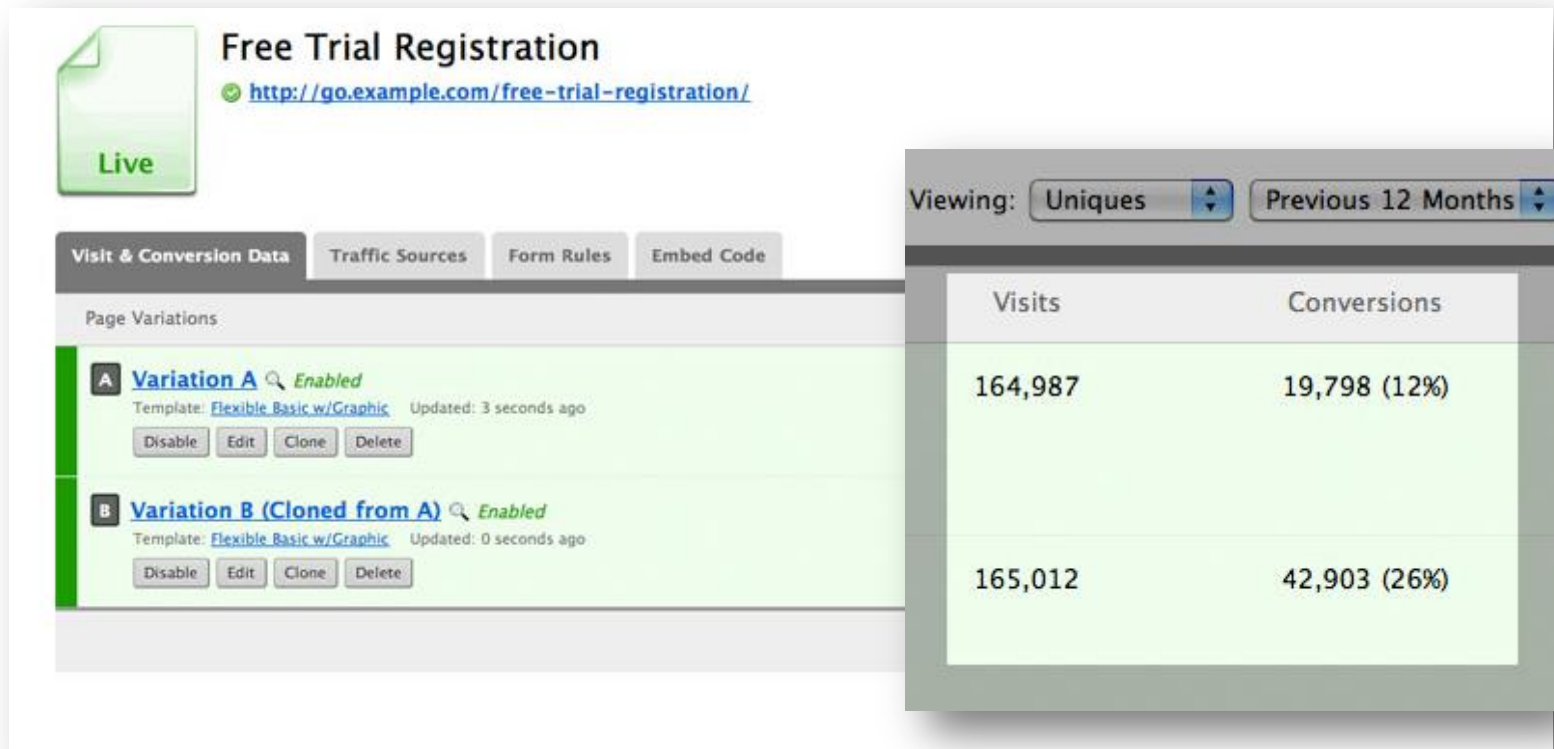


Build landing pages in moments

Track conversion rates and submissions

Instant A/B Testing

- ▶ Create multiple variations of a landing page and test which version does better. HubSpot will automatically tell you when the test becomes statistically significant. Then just disable the less effective pages.



The screenshot shows the HubSpot A/B testing interface for a landing page titled "Free Trial Registration". The URL is <http://go.example.com/free-trial-registration/>. The page is currently "Live".

Under the "Page Variations" section, two variations are listed:

- Variation A**: Enabled, Template: Flexible Basic w/Graphic, Updated: 3 seconds ago. Buttons: Disable, Edit, Clone, Delete.
- Variation B (Cloned from A)**: Enabled, Template: Flexible Basic w/Graphic, Updated: 0 seconds ago. Buttons: Disable, Edit, Clone, Delete.

A performance comparison table is overlaid on the right side of the interface, showing data for "Uniques" over the "Previous 12 Months":


Viewing:	Uniques	Previous 12 Months
	Visits	Conversions
	164,987	19,798 (12%)
	165,012	42,903 (26%)

- ▶ Track what companies are visiting your website and see what content brought them in. Make more informed sales calls and marketing decisions.

Summary
Content
People
Timeline

Top Pages

PAGE	VISITORS	PAGE VIEWS
How to Master Facebook Marketing in 10 Days	13	13
HubSpot Inbound Marketing Software	12	16
Free eBook: 99 Tools to Generate Leads with Social Media	11	11
Free eBook: 101 Marketing Quotes by Industry Thought Leaders	7	7
Facebook for Business Marketing Hub	7	11
How to Use Facebook for Business - Free HubSpot eBook	7	7
Free eBook: The 25 'Must Have's' of a Great Business Website	7	7
New Webinar: 5 Steps Of Social Media Lead Generation	6	6
Twitter for Business-A Beginner's Guide	6	6



FRANCE
hp.com

**All visitors
view**

**Individual company
view**

**Identified person
view**

- ▶ Understand how engaged your leads are and what content is drawing them in.

Lead Management
Identify, analyze, and manage incoming leads.

ALL | 1D | 1W | 1M | 1Y | CUSTOM Search Advanced Search

NAME	DATE	EVENT	LEAD SOURCE	GRADE
Peter Sarro *repeat Convergence Design	11/09/11	Free Ebook: How to ...	Email Marketing: <i>email1208b</i>	68
ellen rothwax ebr website designs	11/09/11	Free Ebook: How to ...	N/A	0
Rob Mitchell *repeat P3iSystems	11/09/11	Free Ebook: How to ...	Referrals: <i>website.grader.com</i>	87
Valerie VanBooven *req LTC Expert Publicati	11/09/11	Free Ebook: How to ...	Referrals: <i>crunchbase.com</i>	81
Christine Rochelle *rep Blue Ocean Events	11/09/11	Free Ebook: How to ...	Email Marketing: <i>20110721-e</i>	0
paula leaman *repeat none	11/09/11	Free Ebook: How to ...	Email Marketing: <i>email20101:</i>	28
Florence Brewer *repec 252.638.3500	11/09/11	Free Ebook: How to ...	Email Marketing: <i>email-2009C</i>	67
Kerri Tansey *repeat Pershing	11/09/11	Free Ebook: How to ...	Organic Search: <i>Google hubs</i>	85
german jaramillo *repe GEOCONNECT	11/09/11	Free Ebook: How to ...	Social Media: <i>Twitter</i>	56

Rob Mitchell

P3iSystems
rmitchell@p3isys.com
http://p3isys.com
901-313-8336

Last seen: 02/19/09 11:24 AM

18 Pages Viewed >

12 Forms Submitted >

0 Lead Nurturing >

Salesforce.com Record

STATUS: Open
OWNER: David Weinhaus

See lead scores and repeat conversions.

Get information on referral sources and content

Gauge lead engagement and link directly into salesforce

- ▶ Use a preloaded template or BKM can customize your own
- ▶ Segment leads and target your emails based on website events

Email Marketing: Preview & Send Your Email

Preview and send tests of your email.

Step 1: Compose Email Step 2: Preview and Send

Send Test Email

From: Kirsten Knipp (kknipp@hubspot.com)
Subject: HubSpot Launches Email Marketing

New | Email Marketing

HubSpot now includes email marketing for prospects, leads and customers.

Simple, integrated email marketing

- send targeted emails to specific segments
- quickly create draft and test emails
- measure emails sent along with opens and clicks
- manage unsubscribes

To learn more about HubSpot's email marketing trial ...

Status	Email	Date Sent	# Sent	Unique Clicks	% Clicked	% Unsub	Actions
Sent	Demo	06/30/10	1	1	100%	0%	more ▾
Sent	Quick Email Newsletter	06/08/10	1	1	100%	0%	more ▾
Sent	Quick Email Newsletter	06/07/10	1	0	0%	0%	more ▾
Sent	Quick Email Newsletter Monday Afternoon	06/07/10	1	1	100%	0%	more ▾
Sent	Quick Email Newsletter	06/07/10	1	0	0%	0%	more ▾

HubSpot HubSpot, One Broadway, 5th Floor, Cambridge, MA 02142
 You're receiving this because you opted in to www.hubspot.com.
[Click here to unsubscribe](#)

Send Now **Save Draft** or [edit](#)

Build and preview your emails

Track and analyze your email sends

- ▶ Take email further by setting up lead nurturing campaigns. Send out a series of well-timed emails designed to progressively guide leads closer to a decision.

STATUS	SUBJECT LINE	TIMING	
On (Turn off)	Leveraging Social Media for Your Business Unique clicks: 2.15% more	Day 1	Edit email Preview Delete
On (Turn off)	Leveraging Social Media for Your Business Unique clicks: 2.04% more	Day 3	Edit email Preview Delete
On (Turn off)	Leveraging Social Media for Your Business Unique clicks: 0.46% more	Day 5	Edit email Preview Delete
On (Turn off)	Leveraging Social Media for Your Business Unique clicks: 3.99% more	Day 10	Edit email Preview Delete
On (Turn off)	Leveraging Social Media for Your Business Unique clicks: 2.1% more	Day 15	Edit email Preview Delete

Set custom timing and templates for campaigns

Attach a lead nurturing campaign to an eBook or other marketing offer

According to Forrester Research, companies that excel at lead nurturing are able to generate 50% more sales-ready leads at 33% lower cost per lead.

- ▶ Trigger emails and other communications based on customer behavior on and off of your website. Let the lead activity dictate email timing and content, rather than an arbitrary marketing schedule.

New Automated Email

Name:

Disable, don't send any email
 Enable, start sending email immediately
You can disable an automated email to check how many emails **would have been sent**, before enabling it.

Starting condition:

Send email:

- Credit Card Rejected
- Downloaded whitepaper
- Mentioned us on twitter
- Mentioned competitor
- Rated mobile app
- Requested a demo
- Signed up for trial
- Submitted support ticket
- Viewed pricing page

[email and stop editing](#)

Integrates with
social media

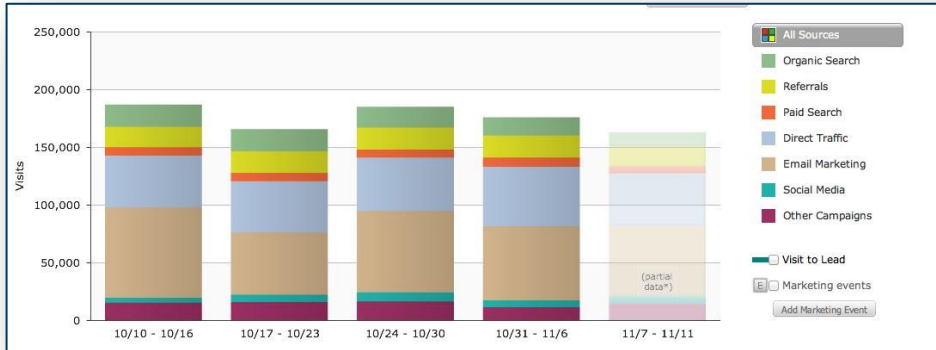
Sends email, SMS &
internal notifications

Integrates with other
email service providers

	COUNT	CONV. %
Visits	30,898	
Leads	2,668	8.63 %
Opportunities	148	5.55 %
Customers	36	24.32 %

1

Visit-To-Lead-to-Customer data



2

Sources & Reach
Understand where your best traffic comes from

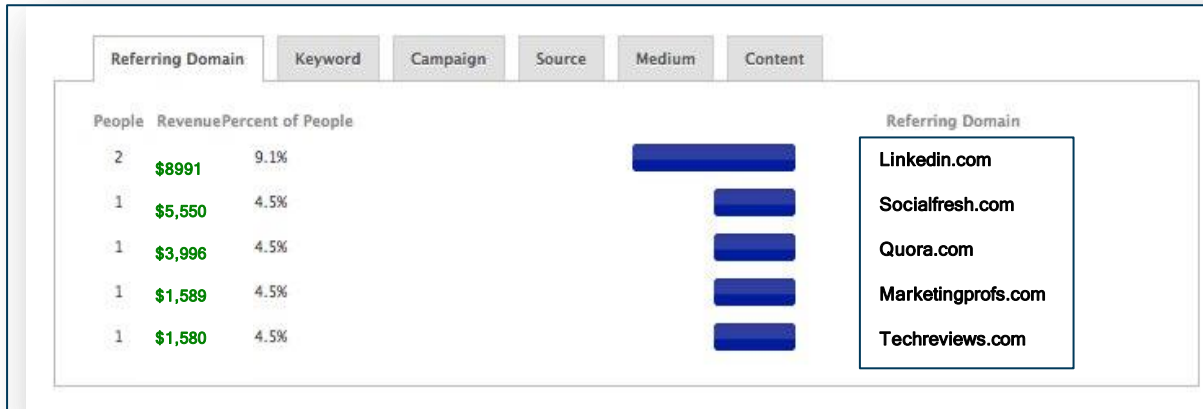
Competitors

How are your competitors doing on key marketing metrics?

WEBSITE	WEBSITE GRADE	GOOGLE PAGE RANK	TRAFFIC RANK	BLOG RANK	INBOUND LINKS	DEL.ICIO.US BOOKMARKS	GOOGLE INDEXED PAGES	KEYWORDS IN GOOGLE TOP 100
	?	?	?	?	?	?	?	?
www.hubspot.com	99	6	4,543	Not Ranked	118,257	1,376	827	664
blog.hubspot.com	98	5	4,646	Not Ranked	50,290	323	1,410	406
twitter.grader.com	99	6	6,734	Not Ranked	357,617	3,129	146,000	30
website.grader.com	90	5	6,734	Not Ranked	15,179	1,352	3	0

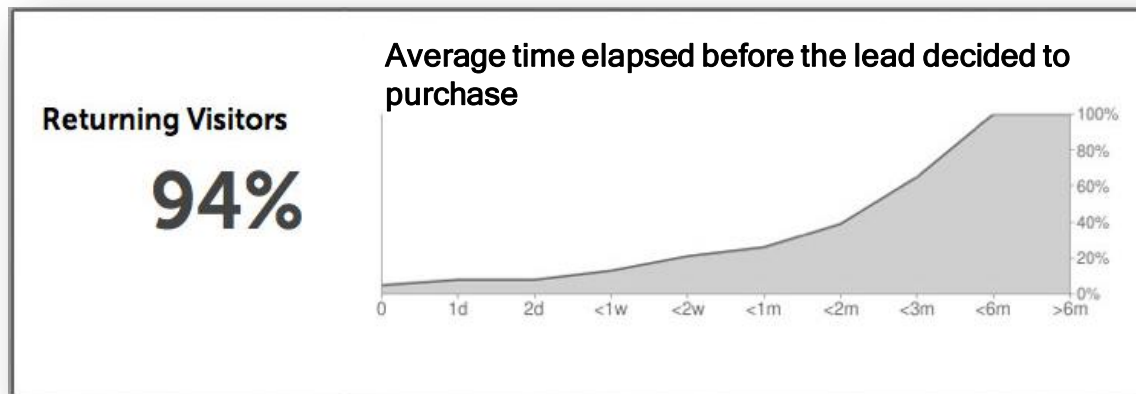
3

Competitors
See comparative analytics



4

Event-based revenue analytics



5

Time to completion report

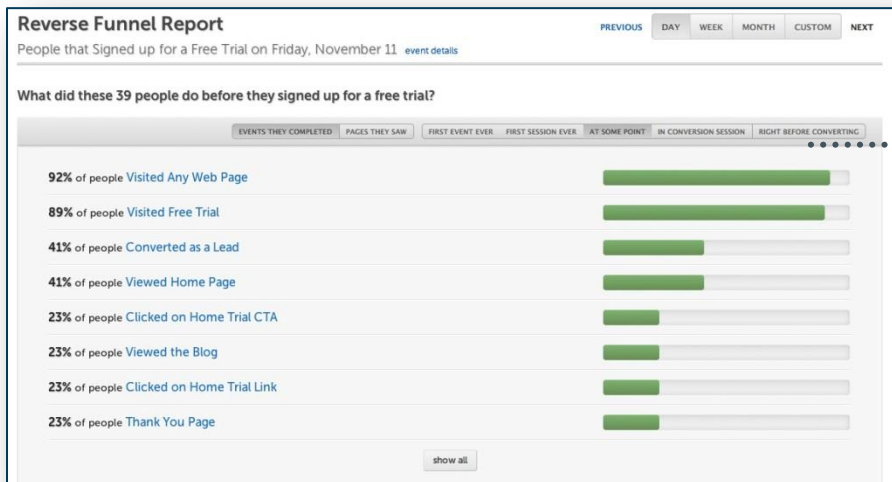
People Report PREVIOUS DAY WEEK MONTH NEXT

People that mentioned @performable on Twitter on Monday, June 27 [event details](#)

Visitor	First Seen	First Landing Page	Original Source/Medium (?)
mekhal11	24 hours ago	http://twitter.com/mekhal11/s...	None / (not set)
JJ_Bello_Santana	16 hours ago	http://twitter.com/JJ_Bello_Sa...	None / (not set)
altherias	Sunday at 11:45 pm	http://twitter.com/altherias/s...	None / (not set)
jaumetel	23 hours ago	http://twitter.com/jaumetel/...	None / (not set)
colinas	yesterday at 2:01 am	http://twitter.com/colinas/sta...	None / (not set)
_JackyCharm...	Sunday at 10:17 pm	http://twitter.com/_JackyCharm...	None / (not set)

6

People report
See a segment of people who took a given action, trigger emails by segment.

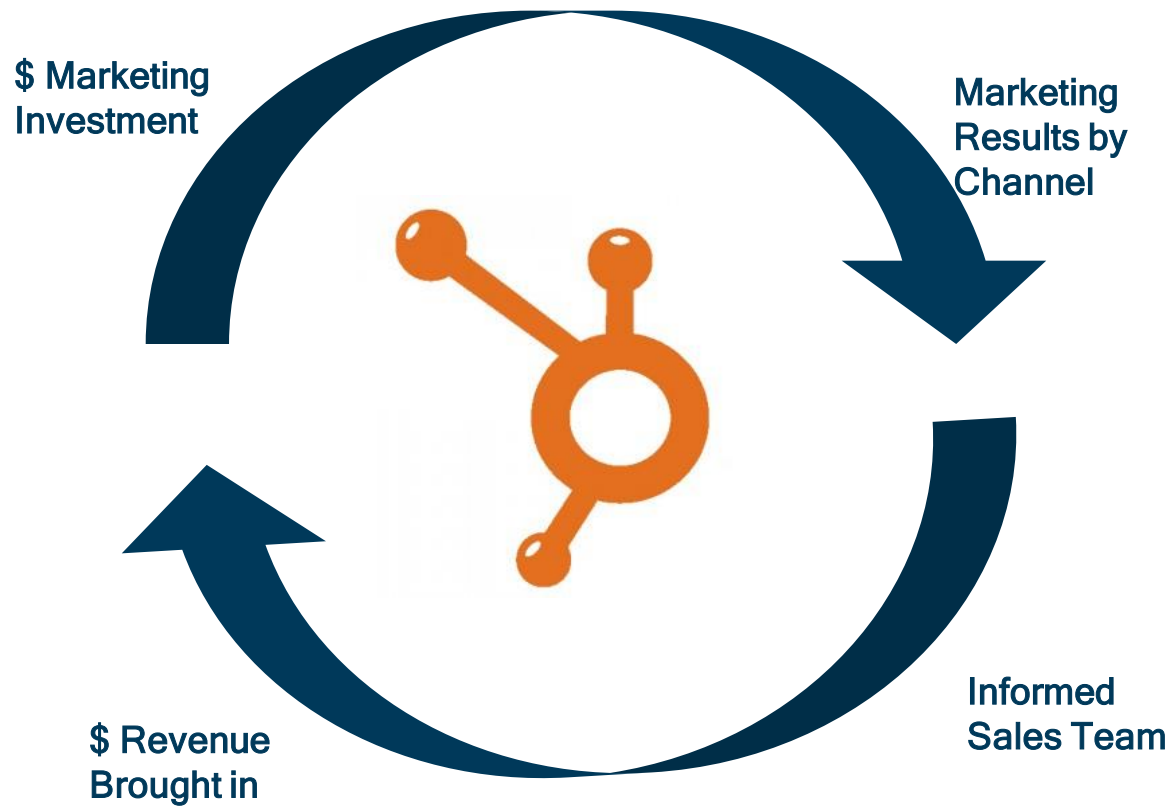


7

Reverse Funnel
Get an analysis of the influential events that are leading to conversions on your site.

Closed Loop Marketing

- ▶ See how specific marketing efforts & channels are contributing to the bottom line.



You need an experienced team to win in today's complex marketing environment.

Bank marketing has never been more interesting, or more challenging. Low rates. Technological mayhem. Big data. Crappy data. Tight credit. Customer inertia. Compliance. Industry consolidation. Redundant branch trade areas. Non-bank banks. Etc. Etc. Etc.

Today's bank marketers wear more hats than ever, and lack the time to train their service partners. We hit the ground running. The team at BKM Marketing has a track record of client-side, consulting, and creative agency success. We'd like to share this success with you.

- ▶ **Strategy based on facts** plus some seasoned intuition
- ▶ **Database profiling** to identify segments that actually respond
- ▶ **Creative thinking that talks to people** - including people that run businesses (We've won 16 creative awards in the past 5 years!)
- ▶ **Compliance communications** created with production cost control in mind
- ▶ **Bank merger and system conversion communications** that helps retain customers
- ▶ **Branch materials** that don't just fill the rack
- ▶ **Versatile printing and mailing** that can stretch your budget
- ▶ **And now...Inbound Marketing for banks** that helps you make new friends and customers