

Additional Digital Marketing Services

Fully Customizable Services

Attracting and engaging website visitors has become significantly more complex as website technology and the online banking channel have evolved. Today, the most effective websites leverage digital marketing services which typically require resources and expertise that do not reside within most financial institutions.

When you partner with the Web Solutions group at ProfitStars®, you gain access to a suite of digital marketing and communications services developed exclusively to enhance websites like yours while proactively supporting specific business goals for your digital branch. These interactive services include Financial Literacy Content, Search Engine Optimization, Social Media Campaigns, as well as an array of additional services including:

- **Full Website Copywriting** – Site-wide copy is rewritten to better represent current branding and tone, and to support established marketing and communications goals. Professional web writers identify and consistently convey brand voice using a proven, disciplined, creative copywriting approach. Website copy also leverages best practices to enhance SEO and your visitor experience.
- **Copywriting Blocks** – Professional web copywriters are available to rewrite specific webpages to better support marketing and communications initiatives. The page-specific copy is written to convey the established brand voice, support SEO, and enhance your website visitor experience and engagement.
- **Custom Analytics Tracking** – A custom analytics strategy and reporting plan are required to fully understand a website's conversion points and ROI, especially with most conversion points taking place on third-party sites. Standard Google Analytics can be augmented with a custom analytics tracking and a reporting plan that can include Google Tag Manager event tracking implementation, third-party conversion tracking, goal setup within Google Analytics and Google Data Studio, and custom reporting. Ongoing custom tracking and reporting services can also be provided.
- **Digital Audit and Strategic Recommendations** – Specific website and inbound marketing opportunities are identified in a digital audit report. With this comprehensive audit, you gain an unbiased blueprint to work from during the digital planning process.
- **Landing Pages** – Fully branded, custom landing page templates are designed and developed to enhance conversions for key financial product and service campaigns, upcoming event promotion, or other specific marketing initiatives. Each landing page is developed within existing content management systems (CMS), is designed for consistency with your brand and digital presence, removes site navigation, and leverages concise, benefits-focused content, a clear call to action, and a simple form. Landing pages have proven to increase conversions for Google Ads campaigns, email and print campaigns, and more with content tailored to your specific audience and goals. Landing pages also inherently limit distractions, so your visitors are more focused on the highly targeted content provided.

There is no license fee or long-term contract required to access any of these services.

As website technology and the online banking channel evolve, attracting and engaging visitors has become significantly more complex. Websites that don't meet today's consumer expectations can't optimize the opportunities to strengthen existing relationships, attract new relationships, and increase the revenue generated by the most cost-effective banking channel. These valuable Digital Marketing Services from Web Solutions mean you can maximize your online presence, further enhance your brand, and set your institution apart from your competition.