

Financial Literacy Content

Educational Content to Help Your Accountholders Make More Informed Financial Decisions

Most Americans simply don't have the knowledge to make informed decisions about their finances or the skills to more effectively manage them – it's estimated that *nearly two-thirds of Americans* can't pass a basic financial literacy test.

This significant lack of financial literacy, combined with the growing interest in personal finance since the great recession, provides a unique opportunity for your institution to position yourself as a trusted source of financial education. But like many financial institutions today, you might not have the time, budget, or expertise to continually create meaningful educational content.

When you partner with the Web Solutions group at ProfitStars® you can access an array of Digital Marketing Services, including Financial Literacy Content. With this valuable content, you can position your institution as a trusted source of valuable financial education, reliable guidance, proven financial management principles, and related resources.

This means your accountholders can access an extensive library of semi-custom content, including professionally written articles and engaging infographics on highly relevant topics ranging from home buying and personal financial management to security and debt. These customizable articles and infographics can also enhance your search engine optimization (SEO), support blog postings, integrate with other literacy content sources, and populate online resource centers.

Offering Financial Literacy Content also enhances existing websites with valuable information that can support an inbound marketing progress, and engage existing and prospective accountholders with the relevant, timely information they need.

There is no license fee or long-term contract required to access and use this financial literacy content. The base service can be enhanced with:

- **Fully Customized Financial Literacy Content** – Written to support unique, institution-specific financial literacy requirements and educational goals. This offering can include both custom articles and custom infographics.
- **Resource Center** – A fully branded resource center designed to organize and host the financial literacy content accessible on your website.

Additional digital marketing services to enhance your website and proactively support your unique business goals for the digital branch include:

- **Search Engine Optimization Services** – Increase your local search engine rankings by implementing organic search (SEO) best practices.
- **Website Copywriting** – Support your branding and messaging, while helping with SEO through tailored website copywriting services.
- **Social Campaign Services** – Engage more effectively and efficiently with social channel audiences with custom social campaign strategies and tactical execution.

As website technology and the online banking channel evolves, 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. Unlocking Financial Literacy Content and other proven Digital Marketing Services from Web Solutions empowers your accountholders with valuable financial insights and sets your institution apart from your competition.