

Social Campaign Services

Custom Strategies to Engage More Effectively and Efficiently with Social Channel Audiences

Today, almost 90% of U.S. businesses use social media for marketing purposes according to emarketer.com, and 53% of Americans who follow a business on social media are more loyal to that business, according to Convince & Convert. But using social media as a strategic, meaningful channel that supports dynamic marketing and communications goals requires expertise and resources that do not exist in many financial institutions today. Financial institutions of all sizes need an ongoing social media strategy and design and management services to support the ongoing evolution of social media into an important communication channel.

When you partner with the Web Solutions group at ProfitStars®, you gain access to an array of Digital Marketing Services, including Social Campaign Services. With these proven services, you can effectively and consistently use social media to increase website traffic for your institution, enhance brand engagement, and optimize social channels. Optimizing social media platforms can also enhance your search engine optimization (SEO) efforts.

Utilizing Social Campaign Services, you'll be able to engage more effectively and efficiently with social channel audiences via custom social campaign strategies and tactical execution. Services include:

- Expert advice and guidance on social media policies and procedures.
- Recommendations of social platforms based on established goals.
- The development of Facebook, Twitter, and LinkedIn design templates that can be used to support your social post branding and consistency.
- The development of themed monthly or quarterly campaigns for individual social media platforms, a social media posting calendar, and the development of text- and image-based posts to support your specific marketing tactics.
- Management of social media advertising.
- Regular campaign reporting.

There is no license fee or long-term contract required to access and use Social Campaign Services. These valuable services can also be augmented with:

- **Financial Literacy Content** – Educational content that help your accountholders make more informed, more effective financial decisions.
- **Search Engine Optimization Services** – Increase your institution's local search engine rankings by implementing organic search (SEO) best practices.

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. Taking a strategic, tactical approach to your social media campaigns and other proven Digital Marketing Services from Web Solutions will maximize your marketing impact, enhance your brand, and set your institution apart from the competition.