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Financial/Legal

Making dollars and sense, advertising for law firms and financial institutions are both highly regulated, and cutting through the clutter to earn market trust for long-standing issues and life-changing decisions challenges our agency to develop out of the box marketing strategies.

We hope you enjoy this content and evok's commitment to the financial and legal industries. If you would ever like to be a guest writer or suggest blogs for us to write, please contact us at info@evokad.com.



FUSING MEDIA AND CREATIVE TO IDENTIFY CREDIT UNION MARKETING OPPORTUNITIES

Crossing Department Lines to Differentiate a Credit Union's Marketing

We've all heard the saying—two minds are better than one. In advertising, that rings especially true. Collaboration is the key to unique, thought-leading and successful campaigns. Today, we're focusing on how that concept—bringing strategic minds in our agency together under one goal—helped our client *FAIRWINDS* Credit Union stand out from their competition with a first-of-its-kind outdoor campaign.

Identifying Unique Opportunities

With a finger on the pulse of emerging channels and technology, our agency's media department is often the first to become aware of unique opportunities available in our clients' markets. And when those opportunities knock, they're the ones there to answer.

That's exactly what happened when our out-of-home advertising partner, Clear Channel Outdoor, came to us with a new digital billboard opportunity along one of Orlando's busiest highways. Interstate 4, or I-4 for short, traffic is notorious for its stop-and-go status during rush hour. The 5 o'clock jams may not be ideal for commuters, but they presented an opportunity for us as advertisers—the chance to reach a captive audience.

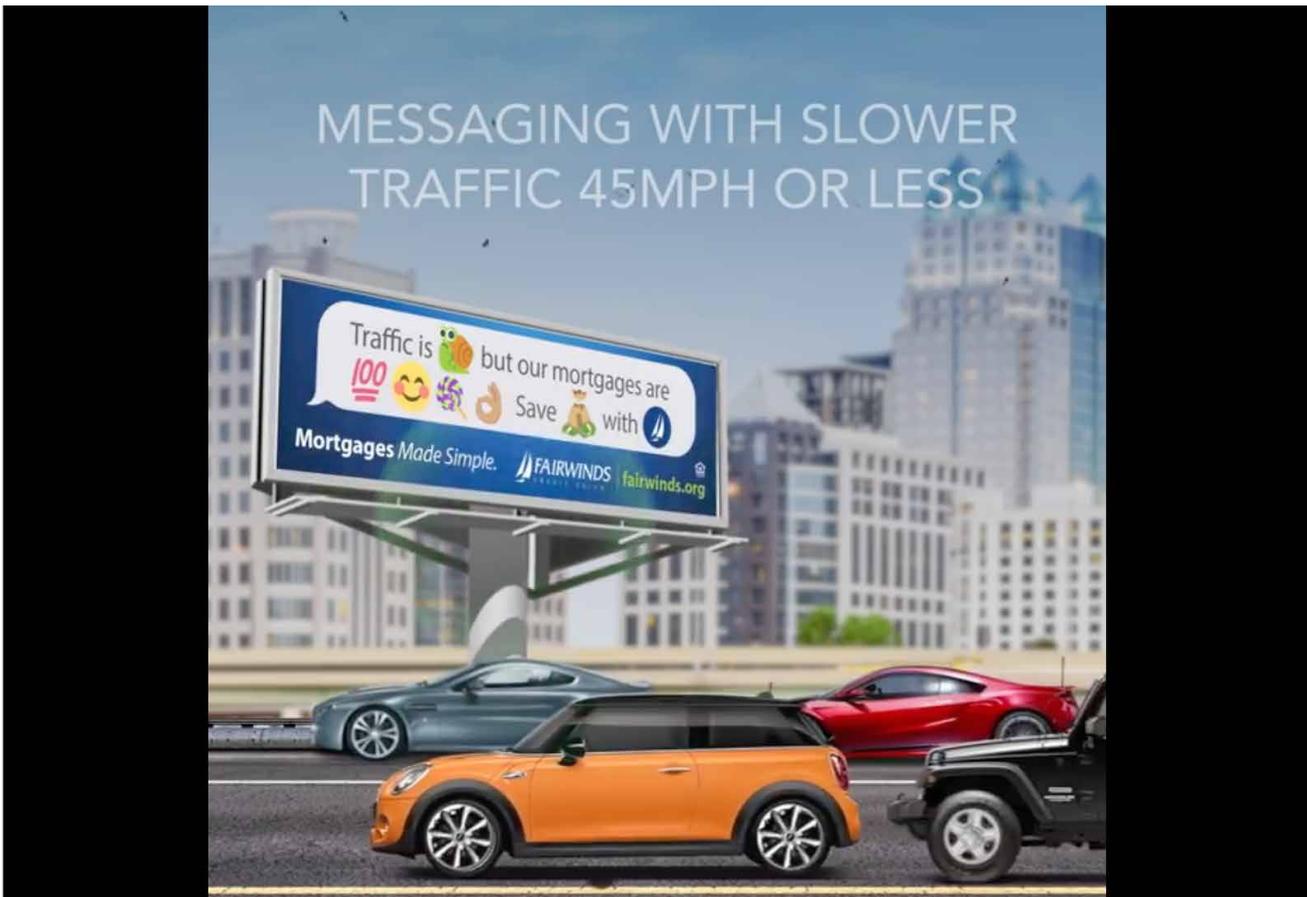
New radar technology within an I-4 billboard allowed custom messages to be displayed depending on the speed traffic was flowing by. So, when cars zoom by, a traditionally short billboard message would be displayed. However, when traffic came to a slow roll, our messaging would dynamically change to a longer one because audiences would have more time to read it.

This was something our creative department could really sink their teeth into, and that's exactly what they did when our media strategists came to them with this new creative venture.

Cross-Department Collaboration

New technology and unique emerging channel applications alone do not make a successful marketing campaign. The heart of a campaign lies in the story it tells. To get to that story, it's time to cross department lines.

For *FAIRWINDS*, that story revolved around one of the most important steps many of us will take in our lifetimes—buying a home. With a mortgage application driving campaign for the credit union in the works within our agency, our media and creative departments were already working together to identify unique marketing opportunities. Needless to say, when a dynamic, first-of-its-kind billboard in the heart of our geotargeted market became available, we jumped at the opportunity to bring this traditional channel to the modern day with a fun, youthful mortgage campaign.



[See the post on Facebook.](#)

How It Performed

Talking theory is great but when it comes to credit union marketing, digging into the numbers is what matters most.

The I-4 billboard was only one element of a fully integrated mortgage-driving campaign for the credit union. We also created radio and television spots, display banner ads, direct mail pieces and additional out-of-home advertising. Although the campaign has been running less than two months, impressions have surpassed the 160,000 mark for TV, with nearly 3,500,000 combined impressions on our speed-sensitive billboard.

Key Takeaways for Credit Unions

When all is said and done, the lessons learned from trying something new are almost as valuable as the results your efforts yield. For credit union marketers, our campaigns success inspires the following key takeaways:

- **Don't discount traditional channels.** As technology has evolved, so have our marketing outlets. But the same can be said for traditional advertising channels, like out-of-home, radio and TV. With more capabilities being unveiled each day, you'll be surprised just how modern these tried-and-true platforms have become.
- **Have fun.** Every ad campaign has a clear, quantifiable objective. But that doesn't mean you can't have some fun along the way. Incorporating emoticons into our *FAIRWINDS* campaign worked to position the credit union as a Millennial and Gen Z-friendly financial partner—someone who speaks their language.

Looking for more credit union marketing insights? Check out our blogs on organic vs. paid search and what credit unions mean to Millennials.



HOW TO MARKET YOUR LAW PRACTICE ONLINE WHEN YOU'RE JUST STARTING OUT

3 Digital Marketing Insights to Grow Your Law Practice

All big things start out small. Starbucks, Apple, Amazon—even the biggest brands in the world can trace their history back to humble beginnings. From garages to tiny office spaces and a list of clients you could count on one hand, it took hard work, dedication and strategic marketing to get ahead in their respective fields.

So, how can your law practice climb the ranks in your area and maintain steady growth?

You've got the hard work and dedication part down, let us help you with the rest. Here are three digital marketing insights to get your practice noticed and attract new leads when you're just starting out.

Make Your Website Work for You

When was the last time you bought a product, went to a restaurant or did business with a company before first scouring the Internet for information? More and more, people will visit a business' website before deciding whether or not to engage in any kind of transaction with them. That makes your firm's website more important than ever.

Aside from putting your firm's name in your audience's consideration set during their research phase, having a deeply informative website when you're just starting out can be like having an assistant to handle potential clients' frequently asked questions. At a glance or with a few clicks, clients can learn which areas of law you practice or how you've helped clients in the past, as well as read client testimonials or case studies, find attorney bios and contact your firm directly.

Create Educational Content

Having fresh, relevant content on your site is crucial to your organic rank on search engines. In other words, producing quality content, such as blogs, can help you get found by potential clients.

But that's not the only reason your site needs a blog—publishing informative, helpful content helps establish your firm as a knowledgeable, trustworthy partner. Make blogging part of your digital marketing strategy by publishing at least one blog post each month (or hire a professional content writer to create your content) relating back to your areas of practice or the services you offer. Remember, blog posts are meant to be informative, not promotional, so skip your pitch and focus on sharing valuable insights, tips or updates.

Experiment with Digital Ad Campaigns

Although paid online ad campaigns are not a perfect fit for every law firm, many practices can benefit from a strategically targeted, lead-generating digital campaign.

For attorneys wanting to market their services, we've found search engine marketing (pay-per-click) and social media advertising (Facebook) most effective at driving new leads. Any marketer will tell you the effectiveness of your marketing rests on the accuracy and relevancy of your targeting and that's where these platforms excel. Both AdWords and Facebook allow for in-depth targeting that stretch beyond demographics and location to include online behavior history, interests and more.

Once you decide if online ads are right for your practice, it's time to choose whether you want to go the DIY route or have a digital marketer manage your campaigns. There are pros and cons to weigh for each approach, including the investment of time to learn and manage your campaigns versus the investment of money into hiring an online marketing agency or consultant. When you're still building your practice up, either of these routes may seem like a big commitment, financial or otherwise, however the potential earnings from a successful ad campaign could be just what your firm needs to spark steady growth.

Looking for more content geared for attorneys? Check out our guide to getting started on social media and three free (or almost free) ways to generate online leads.



SOCIAL MEDIA FOR LAW FIRMS: WHERE TO START AND WHAT TO KNOW

How Law Firms Can Master Social Media Once and for All

With billions of people actively communicating and searching for services on social media, these platforms present an invaluable opportunity for law firms looking to build or improve their online reputation, as well as generate new client leads. If 2018 is the year you're tackling the world of social for your legal firm, this is what you need to know to hit the ground running.

Essential Social Media Channels for Law Firms

Facebook

If you're not marketing your law business on Facebook, the largest social media network in the world, you're missing an opportunity to tap into a huge pool of potential prospects. Facebook has a robust and detailed targeting system that enables you to target specific types of clients and cases, as well as build brand awareness. Also, it can be leveraged to share photos and videos of firm briefings and events.

Twitter

Another social media platform that's vital for your law firm, Twitter is becoming a key referral source for lawyers using it to distribute information and news about their practices, legal media and success stories. Active posting on this channel from Monday to Friday, including sharing blog posts, links to useful articles and even engaging polls, works to enrich social media strategy and highlight your firm's legal prowess.

LinkedIn

As the world's biggest business networking platform, LinkedIn is home to more than 65 million business professionals. A multi-dimensional LinkedIn presence, both for your firm and its lawyers, can help generate online client leads. Through this channel, you can share local market or thought leadership insights, but also allow people in need of a law firm to find and contact you.

Post Quality Content

The content you share on your social media profiles can be seen as a reflection of the quality of your services. Because of this, every video, photo or blog you post on Facebook, Twitter or LinkedIn should offer value to your readers. The information you share should be useful and meaningful, whether it's in-depth content to increase your authority or updates on legislation changes affecting your community. At the same time, shorter, easy-to-digest pieces the average reader can quickly read through can also work to your firm's advantage.

Engage with Your Audience

Create content that stands out, post it on social media, and your readers will start responding to it. They will re-tweet, comment, like and share, and it's up to you to choose what kinds of engagement you respond to and how.

As you engage with past, current and potential clients, remember to remain calm and professional, responding with useful, original information. Never mix personal opinions and beliefs in your interactions and engage negative comments and reviewers with tact.

Use Social Media to Listen

Social media platforms are a great source of public opinions. For law firms, social listening can be a particularly powerful tool as it can help navigate public sentiment in cases of high visibility. With broad social media listening, your firm will be able to strategize better because you can detect unusual spikes in social media activity before they become mainstream stories.

Building a strong social media presence takes time, effort and a well thought out strategy, however the payoff can be extensive. If your law firm needs some guidance navigating social waters, we're here to help.



WHAT MAKES A GREAT MOBILE BANKING APP?

Launching an App Your Customers will Love and Love to Use

A recent study marked a steep surge in mobile banking and having access to digital banking tools made customers much more likely to recommend a bank to others. Their findings also noted mobile functionality will become a major factor in attracting and retaining customers, encouraging banks to invest in useful features like electronic deposits.

But what else goes into creating a mobile app your customers will want to make a part of their daily lives? Keep reading for four key insights from our financial marketing and app development teams.

Clean Up the Interface

While mobile devices do have certain limitations, especially when compared to their desktop counterparts, a smaller screen size doesn't mean design has to take a back seat. In fact, creating a positive user experience (UX) through your app's interface is arguably more important than any other platform, as your customers expect to find the answers they're looking for fast and with as few taps as possible. Here are a few factors to consider:

- Watch your text size and optimize it to be easily legible on smaller screens.
- Take a second look at your buttons and calls to action. Are they large enough to tap on with your finger? Or would it be difficult for users to hit such a small target?
- Is your app bogged down by large imagery? While your website may be a good spot to showcase photography, your app should be all about speed, convenience and ease of use. Strip it down to the basics.

Make It Helpful

Going back to UX for a moment, think about what your customers are using your app for. Research says the most common action in mobile banking continues to be checking account balances or recent transactions with transferring money between accounts following closely behind.

Knowing this, your app should offer a seamless path to those actions. For example, should "make a transfer," be housed right on your app's homepage or included as a sub-navigation item? If you're working to focus on your customers' needs, having instant access to this feature on the homepage might be your answer.

Prioritize Security

A jaw-dropping 83 percent of mobile apps across the banking, financial and retail industries have a vulnerable backend. Before taking any steps to optimize design or usability, focus on building multi-layered security measures into your mobile application. Work with your development team to ensure your users' credentials are safe. You can even activate biometric verification—Touch ID on the Apple family of products—to protect your customers' information and help them feel secure in trusting your bank or credit union.

Focus on Performance

Even a flawlessly designed, UX-focused mobile banking application wouldn't be successful if performance isn't stellar. Slow load times, crashing and constant error messages are the perfect recipe for unhappy mobile customers. In fact, if your app doesn't load within six seconds, you'll see a marked drop in users.

Fortunately, these shortcomings are preventable with a bit of elbow grease. With every new version of your app, build in-depth testing of its performance into your schedule.

Looking for more insights on marketing for financial institutions? Find out if you should be focusing on paid or organic search and how technology has changed the way baby boomers bank.



3 FREE (OR ALMOST FREE) WAYS TO GENERATE ONLINE LEADS FOR YOUR LAW FIRM

Using Online Tactics to Drive Offline Business

Three out of four people looking for a lawyer use online resources at some point in the process. Holding answers to every question any of us could ever ask, the Internet is a resource we can no longer live without. That also makes it the ideal place to seek new business for your law firm.

While lead-generating online ad campaigns can be extremely successful in driving new business to your law firm, not every part of your digital marketing strategy must come with a hefty price tag. The three tactics we've outlined in this post can be implemented at a minimal cost with the potential for business-boosting results.

Step Up Your Content

Content marketing costs 62 percent less than traditional marketing and generates three times the amount of leads. Whether you're starting from scratch or already have a few blog posts under your belt, to truly harness the power of content marketing to generate law firm leads, first we need to go back to basics.

Content can be a blog post, video, webinar, podcast, ebook, etc.—anything your brand creates, publishes or distributes that is of value to a targeted online audience. The key word in that definition is “valuable.”

It's important to understand that simply hitting publish on a blog post won't make a significant impact on lead generation. Finding success through content marketing means understanding who your audience is and the type of content your audience is looking for.

Start by conducting a bit of research. What are your competitors doing? What are potential clients searching for on Google? How can you provide those answers?

The content you create makes your site a trusted source potential leads can turn to, and the more and better quality content you're producing, the better your chances of ranking higher in search results.

Make SEO a Focus

Search engines, like Google, determine the quality of your content by rating factors like its relevance, length, usefulness, credibility, consistency, freshness and more. The process of optimizing your content to check off search engines' requirements and appear higher in results is called search engine optimization (SEO).

Although you probably already knew that definition, understanding how content and SEO work together helps streamline your digital marketing strategy. One piece of your strategy is not complete without the other, nor will it yield the results you're looking for.

For law firms, the goal of SEO is to serve your content to those who are searching for it. These are your firm's potential new clients, and they may be searching phrases like "best DUI lawyer in Orlando," or "how much does it cost to hire a lawyer."

To earn your audience's clicks and potentially land in their consideration set, you must create content that answers those queries and individually optimize every piece you hit publish on. That means ensuring the proper use of keywords, giving your images descriptive file names and alt text fields, and adding reference links. And, these quick updates are just the start, there are countless other ways to optimize your content for search engines.

Understand the Impact of Online Reviews

Public-facing client feedback has never been as important as it is today. A reported 92 percent of consumers read online reviews, and 40 percent of people will form an opinion of your business after reading just one to three reviews.

Today, online reviews are part of the buyer's journey. So much so that customer reviews have become social proof your business is credible and legitimate, incorporating a human aspect into search engine algorithms. In other words, reviews can impact your SEO.

And, it's not all about the positive reviews. Negative reviews often give businesses an air of authenticity and confirms for consumers that their reviews are not paid testimonials. In fact, 52 percent of buyers trust a product more if it has a few negative reviews.

So, how can your law firm leverage online reviews to generate new leads? First, be sure your firm has a presence you own on top user feedback sites like Yelp, Google My Business and Facebook. Make sure you're linking out to these platforms from your firm's website to simplify the process and encourage more clients to leave reviews of your business.

Next, you'll want to generate honest reviews from your past clients. Typically, only those who had a negative experience will leave an online review without being prompted. To change the status quo, follow up with past clients and ask them to share their experience online. Not only will their feedback help your digital strategy, you might learn a thing or two about how your clients view your firm.



ORGANIC SEARCH VS. PAID SEARCH: WHERE SHOULD CREDIT UNIONS FOCUS?

The Most Effective Way to Build Your Online Presence

Say potential credit union members are looking for local auto loan options. With more than 3.5 billion searches every single day, it's a safe bet to say they're turning to Google for answers.

The search engine giant presents those answers in two distinct ways: organic search results and paid search results. Search engine optimization (SEO) and pay-per-click (PPC) advertising determine where and how your credit union appears in those results.

So, when it comes to attracting new members and selling credit union services, which method is more effective and where should you focus your efforts?

Organic Search Results

When a person asks Google for information on a specific topic, the search engine serves up what it thinks are the most appropriate, relevant pages. These organic results appear just below any ads (more on those in a bit) and are ranked based on the quality and content of the page.

Because results appearing on the first page of Google receive 92% of all search traffic, and that traffic drops by 95% on the second page, ranking in the top 10 organic search results is a goal shared by nearly every business and brand in existence. But, getting there takes time and effort, and that means having a strong, consistent search engine optimization strategy in place and in action.

Paid Search Results

Paid search results are the ads you see at the very top of the first page following a search query account. In other words, these brands have paid to appear above pages that have organically earned their rank. And, because the ads' design mimics the look and feel of organic results, many users do not realize these are paid positions.

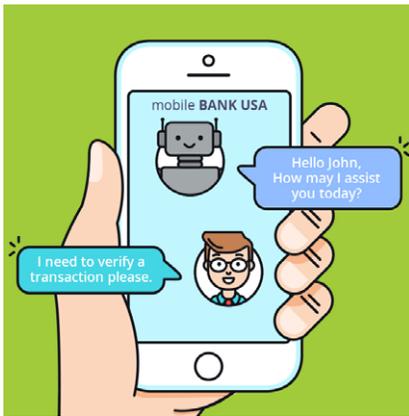
With competition for Google's top organic rankings growing up by the millisecond, paid search has picked up popularity for its ability to deliver accelerated results. Instead of spending months perfecting and implementing a robust SEO strategy, brands can simply pay to be seen on the front page of results. How big of an investment that is depends on the keywords your ads target—the more popular and competitive the search term, the more each click will cost.

Organic vs. Paid Search: Which is Better for Credit Unions?

The challenges faced in the digital marketing world rarely ever have clear-cut solutions. When choosing between SEO and PPC to increase your credit union's online visibility, often the best choice is not to choose at all.

Taking a holistic approach to your credit union's web presence means putting in the time to ensure your website is rich in content and valuable information for potential members, as well as supplementing your SEO efforts with a targeted PPC advertising strategy. By focusing on both organic and paid search, you can benefit from the fast-acting nature of paid campaigns while driving long-term results through optimized content.

If you're ready to leverage the membership-driving power of search engine marketing, get started today with a free SEO audit and find out how you rank.



MOBILE-FIRST ATTITUDES ARE CHANGING THE WAY WE BANK

Ever Changing Attitudes Towards Mobile Banking

When was the last time you spoke to a bank teller or pulled up to a drive-thru ATM with the same regularity you would to go grocery shopping or commute to work? Exactly.

It's no secret that many banks and credit unions are acknowledging the power of mobile banking and the effect it has on younger, emerging customer bases. From app-based check deposits to chatbots that help you make financial decisions from the comfort of your own couch, the future is essentially now, and it's time for your credit union to catch up.

Here are some ways in which your financial institution can get with the times without stretching your current team too thin.

Look for Opportunities to Be Human

Fact: Mobile is a lifestyle. We spend a great deal of our waking hours staring deep into the abyssal glow of our touchscreens, so it never hurts to include human-based touch points within your digital infrastructure. Not only does it bring the customer-service experience back down to earth, it also gives your credit union a more personalized touch.

These humanized moments, so to speak, can be anything from a live chat session with an actual human, or even series of live stream sessions that members can tune in to and learn more about the financial services you offer.

Don't Let Your Size Hold You Back

When it comes to achieving a successful approach to customer service, the last thing you want to do is let your company's smaller size become a crutch for doing fantastic work. Believe it or not, most of the service teams you think are killing it with 30-50 people are usually no more than 6-10 people strong.

Simply put: Agility is important. Adopt a "do more with less" attitude by streamlining many of the processes that you know take up too much bandwidth. Automating other processes that you know will never deviate from set parameters, too, will free up your team to create more creative, impactful ways to treat customers.

Harness the Power of Digital Marketing

With nearly 1/5 of global ad spend shared between Google and Facebook, there should be no reason why you're not taking advantage of digital and social media advertising, especially during such a mobile-centric time.

A comprehensive yet adaptable digital marketing strategy will help you run circles around the bigger guys by allowing you to be focused and timely while keeping a sharp eye on emerging trends and best practices.

Ultimately, it could be argued that smaller operations are at more of an advantage because they're able to be more agile than their larger competitors, but it never hurts to ask for a little outside help every now and again.

If your financial institution could use some guidance from a team of knowledgeable marketing experts, call 407-585-8231, or email us at info@evokad.com.



CREDIT UNIONS: GET INTO THE MINDS OF MILLENNIALS TO ACHIEVE SUCCESS

For an industry that accounts for nearly a quarter of financial services spending by underbanked consumers, check cashing and payday loan companies have cornered the market on providing financially sound advice and products to those who traditionally haven't had access to the right resources.

With this in mind, here are a few important approaches that larger banks and credit unions can mimic to improve their own service offerings.

Stop Marketing to Millennials, Start Helping Them Instead

What many financial institutions need to understand about millennials is that they've been brought up in a time that's very different from that of their parents. Opportunities for financial stability have shifted away from blue-collar industries to more tech-focused, white-collar jobs.

This has put a considerable wage gap in place for both Generation X and millennials. Compound that with the thousands of dollars of student-loan debt that many millennials have to deal with, and the conversation about finances can get a little tense.

Keeping millennial financial challenges in mind when creating customer-facing messaging will go a long way toward establishing meaningful relationships with a generation that has taken its fair share of bumps and bruises to the wallet.

Keep It Social and Share in the Success

Social media and networking has been essential in not only creating communities of like-minded customers for banks to interact with, but it's also created a reliable and relatable space for customers to learn important financial tips and tricks from one another.

This is crucial in creating an environment that promotes social sharing while giving financial institutions the opportunity to learn more about customer pain points and what makes them tick.

Get Real About Acquisition and Retention

It's universally accepted that acquisition is key to driving brand equity and overall growth, but it's not enough to get new customers in the door. You have to be able to give them a seat at the table and make them feel welcomed.

Create content and offer services that help members transition through the different stages of their lives. For example, move from offering debt consolidation programs for a recent college grad to simplified auto loans to help them commute to their first full-time job.

Being there every step of the way can greatly improve the strained relationship that many millennials have with traditional banks.

Banks have a very long way to go toward rebuilding trust with millennials, but consider these tips a few small steps in the right direction when creating a rapport with your members in the future.



HOW HAS TECHNOLOGY CHANGED HOW BABY BOOMERS BANK?

For a generation that's responsible for setting the foundation for much of what we both love and oathe about life, it's confusing as to why more people are focusing on baby boomers when it comes to digital banking.

The stereotype of boomers being technophobic is a flimsy one at best, so it's about high time we turn the conversation slightly away from millennials and focus on how the boomers bank in a highly technological environment.

Convenience Is Key

Like any other generation living in today's digital age, baby boomers value convenience. They're loyal to their brick-and-mortar branches and stay with the banks that they grew up using, but the ease of simply depositing a check into their account through a mobile app is too good to pass up. More than half of all boomers use mobile check deposit, saving trips to their physical banks and meetings with tellers.

Online and mobile banking also provide a convenient, instantaneous way of notifying a bank's customers of when trouble is brewing. Ninety percent of those polled in a Bank of America survey from 2016, regardless of generation, said they receive mobile banking alerts on potentially fraudulent purchases indicative of identity theft, low balances and more crisis-preventing messages. Though baby boomers still rely on in-person bank visits, they're not a generation to discount the immense value of mobile banking.

Facing Their Future

By 2021, nearly half of all Americans will be 50 and older. That demographic will control 70% of the U.S.'s disposable income by the same year. That's a lot of money going to our nation's banks, and it's crucial to look to the future of this generation's banking habits.

More and more boomers are changing to be reliant on mobile banking instead of using it as a supplement to their trips to their brick-and-mortar banks. As soon as the next three years, total mobile banking reliance among baby boomers will rise from 8.7% to 13.6%—a proportion that's only going to grow from there.

Bottom line: baby boomers are back and banking more than ever before. Mobile reliance across this generation and their upcoming dominance of the country's sum disposable income means that banks must be ready to cater to more than just millennials through their online and mobile outlets.



BANKS MUST BECOME 'CUSTOMER FIRST' TO BE SUCCESSFUL

Americans no longer walk into their local bank to make a deposit or a withdrawal, which means they don't get to have a relationship with their bankers. Consumers are banking online and can even apply for loans without meeting with their bankers. So how does the banking industry keep these consumers engaged and offer great customer service when their face-to-face interaction is less than ever before? Should banks put technology first or customers first? With all of the fantastic advancements in today's technology, are banks now unable to offer great customer service?

Consumers are still looking for a bank that understands their needs and caters to them through great customer service. Studies show that the more you engage your customer, the more they spend and the more loyal they will be to your bank. Engaged customers also have a greater variety of accounts from checking to car loans to mortgages. So, banks need to find creative ways to have a more positive customer experience through digital channels, or risk losing revenue and customers.

It is first very important to give your consumers a choice in the channel and device that works best for them, as most people will choose what is most convenient for their lifestyle. If you limit your offerings, they will find another institution that offers them the convenience they desire. A customer-first approach is a must, as consumers expect perfect service in every channel they choose.

Marketing to Strengthen Customer Engagement

The most important thing a bank can do is have a mobile-friendly website due to most Americans being attached to their smartphones. This is a must in a banks' marketing efforts. Mobile apps and mobile-targeted campaigns would also be beneficial in improving your customers' experience and convenience.

Insight marketing is very important in improving the confidence your customers have in your brand because they feel their bank really understands their needs. Customers expect their bank to anticipate their needs and only want to receive communication relevant to those needs. Banks can do this by tracking purchases and spending habits through social media accounts.

Your bank can know if a user is thinking of expanding their business to other locations and contact them to apply for a loan. This kind of customer service would wow your customers and keep them loyal to your brand. The consumer knows the value of their personal information, and they expect their financial institution to know them, look out for them, and reward them at all steps of their purchasing journey.

Continue to find new ways to improve customers' financial well-being. When banks focus on this, customer confidence increases. Although augmented reality (AR) and virtual reality (VR) seem like something for the future, many are beginning to use this marketing tool in social media videos and improving users' experiences. Whatever your marketing budget, remember that your customer service should be first, no matter how great the technology.