

How to Create a Digital Brand Strategy for Optimal Growth

James Robert Lay
Founder and CEO



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We simplify digital marketing strategies that empower financial brands to generate 10X more loans and deposits.

"BANKING IS NO LONGER
SOMEWHERE YOU GO BUT
BANK 3.0
SOMETHING YOU DO."



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EXTINCTION
EVENT

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LEGACY BRANDS: NO LONGER SOMEWHERE TO GO



Founded in 1985.

Peaked in 2004 with 8,000+ stores.

Filed for bankruptcy in 2010.

BORDERS®

Founded in 1971.

Peaked in the 1990s with 1,200+ stores.

Filed for bankruptcy in 2011.



10-year contract to be the exclusive vendor of toys on Amazon (2000).

Took 10 years (2016 project) to revamp 2006 website.

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THE RETAIL APOCALYPSE

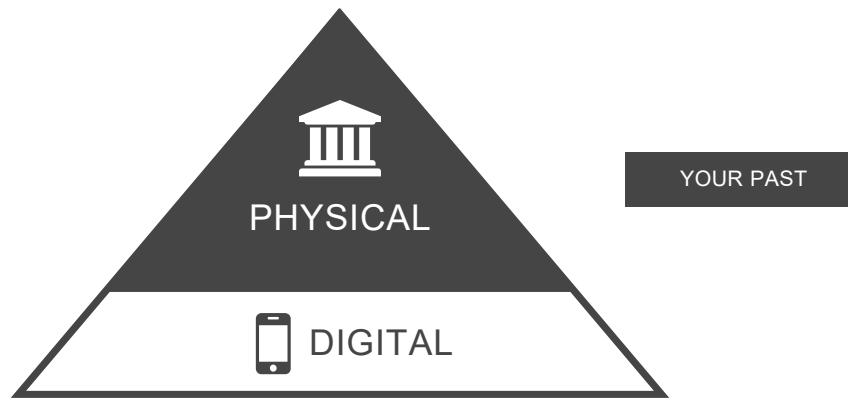


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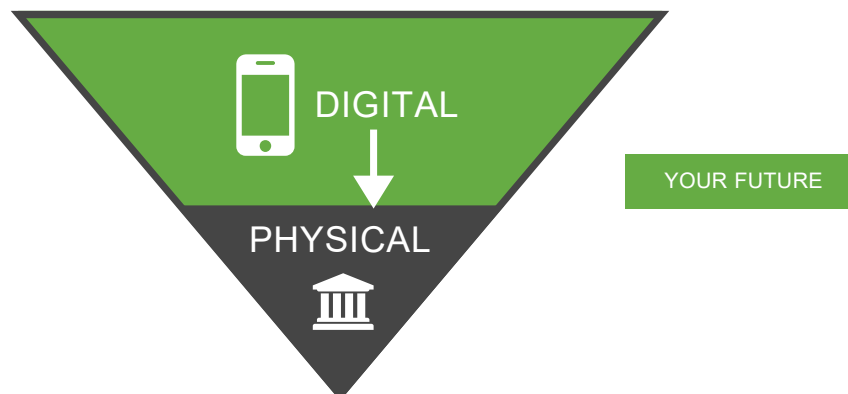
LEGACY MODEL: BRANCH FIRST



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DIGITAL GROWTH MODEL: DIGITAL/MOBILE FIRST



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YOUR PAST WAS
PHYSICAL
(Built on the tangible)

TRANSFORM YOUR
BRANDING MINDSET



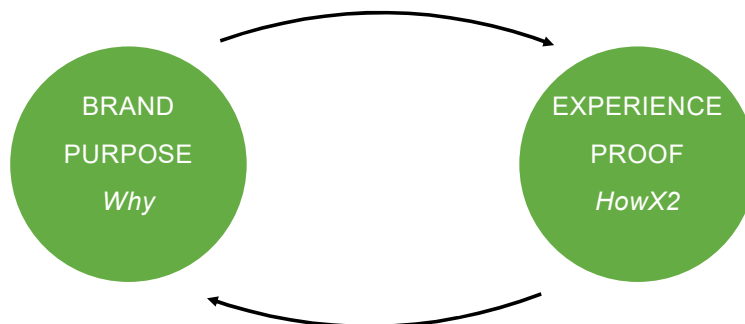
YOUR FUTURE IS
DIGITAL
(Optimize for the intangible)

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BRANDING FOR DIGITAL GROWTH



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BANKING IS NO LONGER SOMEWHERE
YOU GO OR EVEN SOMETHING YOU
DO...

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BANKING MUST BECOME
SOMETHING YOU EXPERIENCE.

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WHAT IS AN EXPERIENCE?

An experience is nothing more than a set of processes and systems that have been defined, applied, and optimized resulting in a positive or negative emotion.

$$DX = (LX + MX + RX)(EX)$$

THREE KEY DIGITAL EXPERIENCES TO CONSIDER

LX

LEAD
EXPERIENCE

MX

MEMBER
EXPERIENCE

RX

REFERRAL
EXPERIENCE

$$\underline{\hspace{1cm}}X + \underline{\hspace{1cm}}X = \text{GROWTH}$$

$$DX + \underline{\hspace{1cm}} = \text{GROWTH}$$

$$DX + HX = \text{GROWTH}$$

$$DX = (LX + MX + RX)(\text{EX})$$

EMOTIONAL EXPERIENCE

THE FOUNDATION OF ALL
EXPERIENCES.

LX | MX | RX | DX | HX



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“WE’RE DOING DIGITAL STUFF...”



WEBSITE



DIGITAL ADS



EMAILS



SOCIAL MEDIA

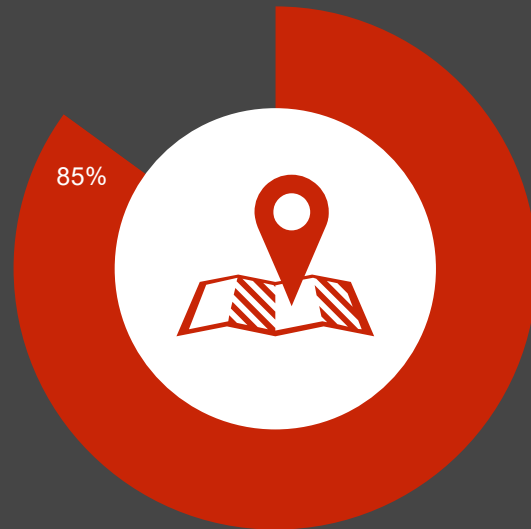
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85% OF BANKS AND CREDIT
UNIONS **DO NOT HAVE A**
DIGITAL GROWTH PLAN.

2018 State of Digital Growth Report



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WHERE CAN WE
GO FROM HERE?



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PAUSE THE TECH TALK.

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FOUR P'S TO ELEVATE YOUR DIGITAL BRANDING

1. Purpose
2. Personas
3. Pathways
4. Production

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THE DIGITAL GROWTH BLUEPRINT



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DEFINE A PURPOSE
BIGGER THAN
DOLLARS AND CENTS

DIGITAL
GROWTH 
INSTITUTE

1

We



WHERE THERE IS NO VISION,
THE PEOPLE PERISH.

PROVERBS 29:18

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THE MISSION & VISION PROBLEM

COMMODITIZED

SELF-SERVING

COMPLICATED

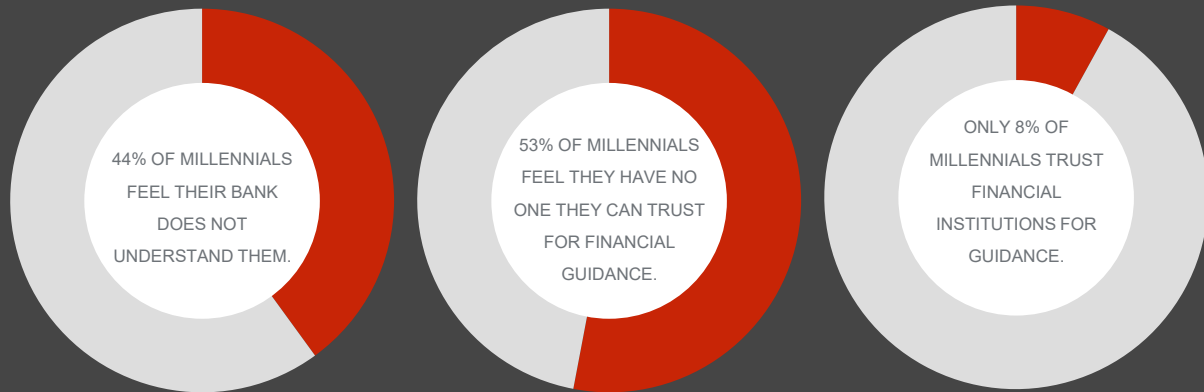
CLINICAL

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PEOPLE DON'T TRUST BANKS AND CREDIT UNIONS



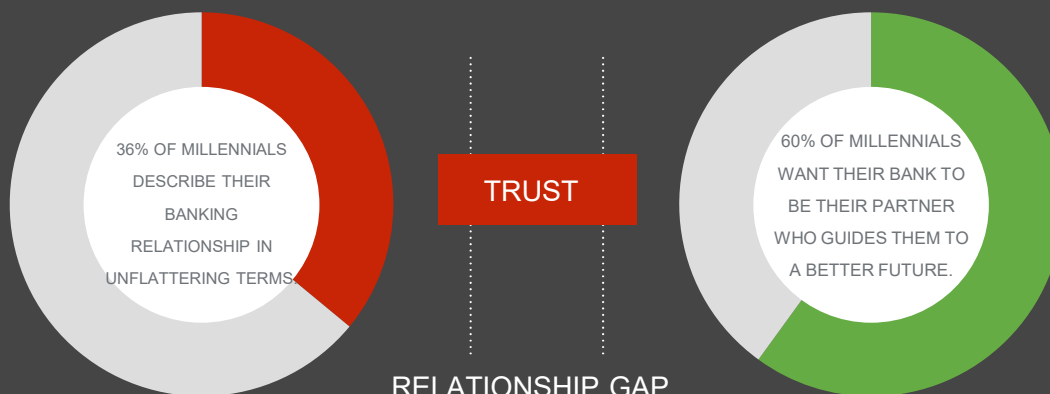
Facebook: The Unfiltered Journey

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THE RELATIONSHIP GAP



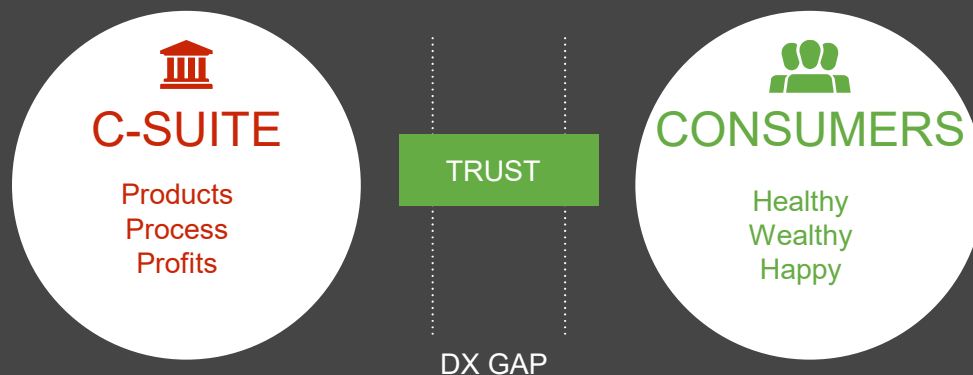
SOURCE: FACEBOOK "MILLENNIALS AND MONEY: THE UNFILTERED JOURNEY"

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THE DIGITAL EXPERIENCE (DX) GAP



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MOVE BEYOND THE MISSION



Traditionally states what we do and how we do it.



Provides direction as to where we are going.



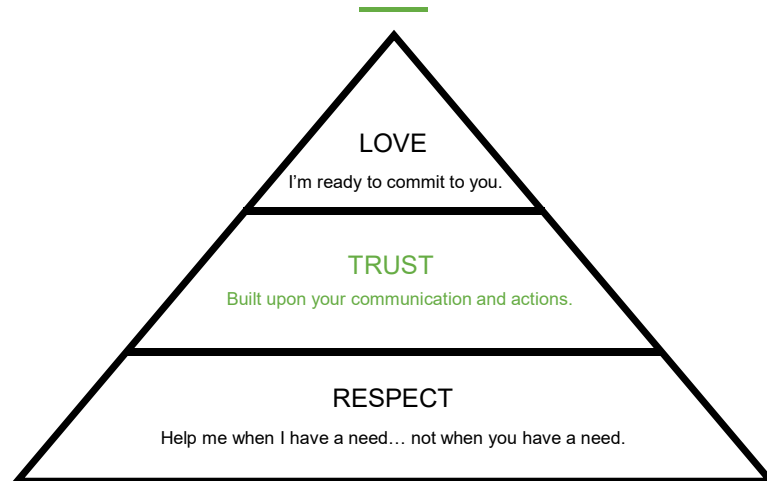
Establishes trust and creates value for people that results in a positive emotion.

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TRUST IS GLUE IN THE PYRAMID HUMAN RELATIONSHIPS

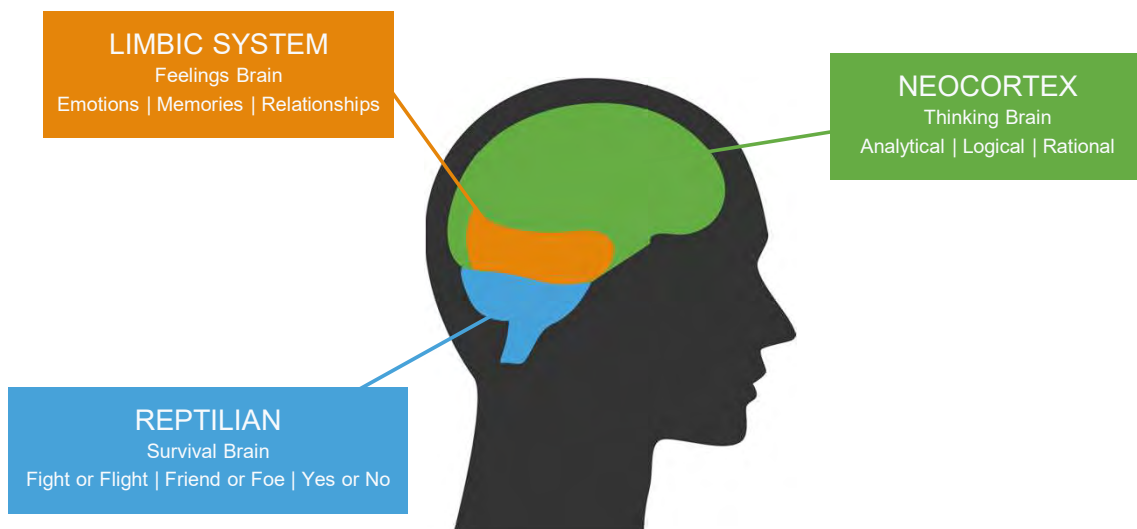


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BRANDING EMOTIONAL EXPERIENCES IN BRAIN

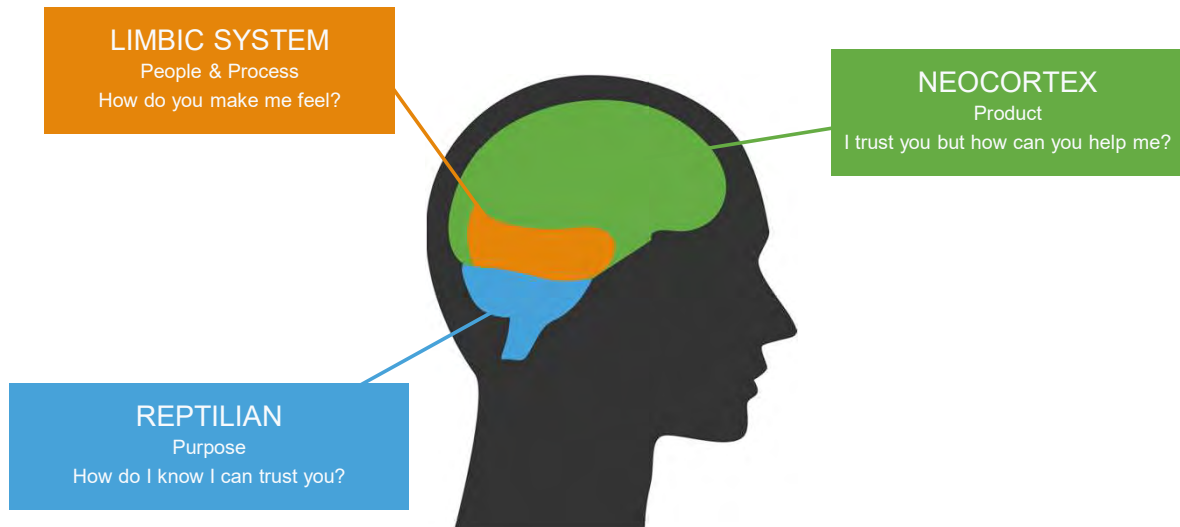


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DIGITAL GROWTH PURPOSE PYRAMID

YOUR PURPOSE (MISSION) IS NOT ABOUT YOU.
IT'S YOUR MORAL AUTHORITY IS TO HELP OTHER PEOPLE.
← THIS IS WHAT PEOPLE BUY.

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COMMUNICATING YOUR DIGITAL PURPOSE (NARRATIVE STRUCTURE)



THIS BECOMES A DIGITAL POSITIONING STATEMENT

CONSUMER'S BRAIN



RIGHT BRAIN

FEELINGS

EMOTION

NON-VERBAL

INTUITIVE

IMAGINATIVE

BANKER'S BRAIN

LEFT BRAIN

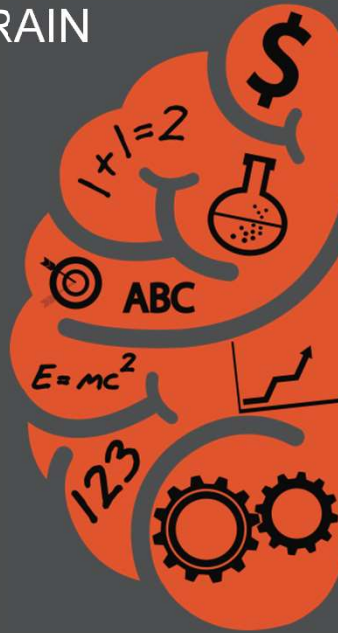
LOGICAL

ANALYTICAL

MATHEMATICAL

FACTUAL

REASON



CONSUMER'S BRAIN

RIGHT BRAIN

FEELINGS

EMOTION

NON-VERBAL

INTUITIVE

IMAGINATIVE



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BANKER'S BRAIN

LEFT BRAIN

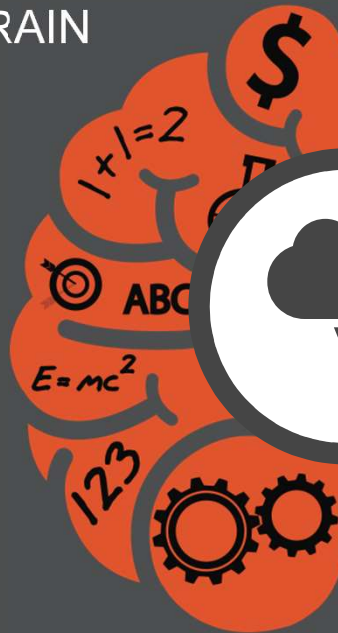
LOGICAL

ANALYTICAL

MATHEMATICAL

FACTUAL

REASON



CONSUMER'S BRAIN

RIGHT BRAIN

FEELINGS

EMOTION

NON-VERBAL

INTUITIVE

IMAGINATIVE



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EMOTIONALLY CONNECTED MEMBERS 6 TIMES MORE VALUABLE

For Customers of US Retail Bank	Highly Satisfied Customers	Emotionally Connected Customers	Emotional Connection Multiplier
BEHAVIOR			
Products held with bank	3.0	3.6	1.2X
Number of banks used	2.1	1.8	0.9X
Primary bank	65%	86%	1.3X
Annual attrition rate	9%	2%	0.2X
CUSTOMER LIFETIME VALUE			
Lifetime revenue	\$10,189	\$59,500	5.8X

SOURCE: MOTISTA, "MAKING THE EMOTIONAL CONNECTION: FINANCIAL SERVICES"

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TOMS SHOES

IMPROVING LIVES.

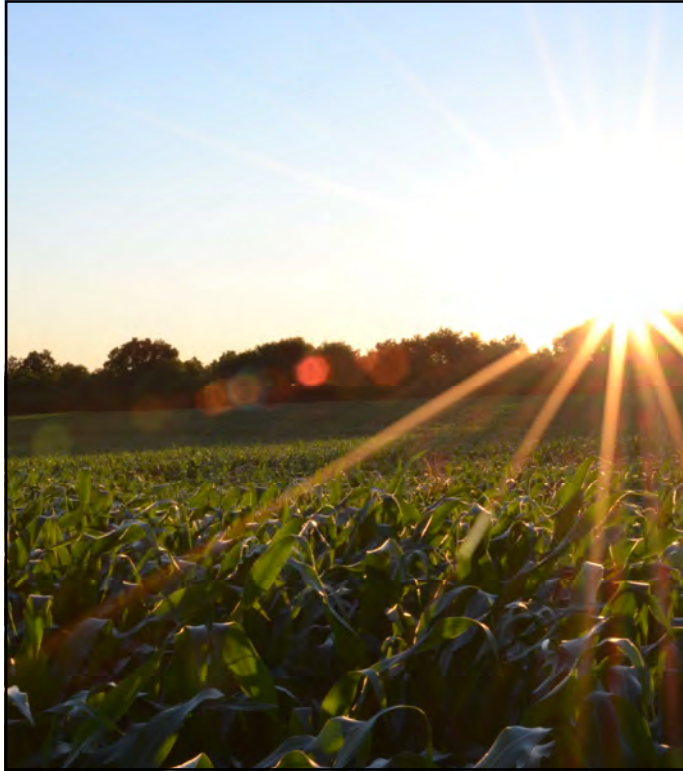
WITH EVERY PRODUCT YOU PURCHASE, TOMS
WILL HELP A PERSON IN NEED. ONE FOR ONE.®

With a cost of goods sold of \$9 and a
sale price of more than \$60 per pair of
shoes, TOMS went from just \$9 million to
\$21 million in revenue in just three years.

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FORTIFI BANK

GROWIN' WISCONSIN.

WE ARE COMMITTED TO GROWIN'
WISCONSIN - ONE PERSON, ONE
BUSINESS, AND ONE COMMUNITY AT A
TIME.

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BRIGHTPEAK

WE HELP COUPLES MONEY BETTER SO
THEY CAN LIVE CONFIDENT, CONTENT AND
GENEROUS LIVES. TOGETHER.

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THE POWER OF PURPOSE

“We’re wanting to start a conversation about financial confidence, and we want people to be optimistic, to encourage people to move forward. That’s what SunTrust is all about. We’re a purpose-driven company. We’re always looking for ways to reach people and educate them.”

CORINNE CUTHBERTSON

SVP OF BRAND ADVERTISING & DIGITAL MARKETING | SUNTRUST

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HUMANIZE THE
BRAND WITH
CONSUMER
PERSONAS

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WHO ARE YOU
FOCUSED ON
HELPING TODAY?

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THE PROBLEM



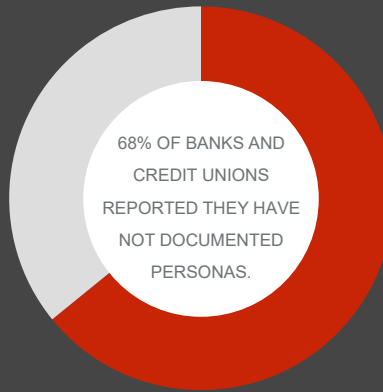
16-65
EVERYONE

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NO PERSONAS. NO EMPATHY.



SOURCE: 2017 STATE OF DIGITAL GROWTH REPORT

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GO BEYOND DEMOGRAPHICS

Age
Sex
Education
Occupation
Income
Marital status
Children
Product adoption
Average balance

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PUT YOURSELF IN THE SHOES OF CONSUMERS

"Before you truly understand someone,
you must walk a mile in their shoes"

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PEOPLE WAKE UP AND SAY I NEED A CAR... NOT A CAR LOAN.

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PEOPLE DON'T BUY YOUR PRODUCTS AND SERVICES. THEY BUY A SHORTCUT TO HELP THEM GET BEYOND THEIR QUESTIONS AND CONCERNS TO CREATE THEIR OWN BIGGER, BETTER, AND BRIGHTER FUTURE.



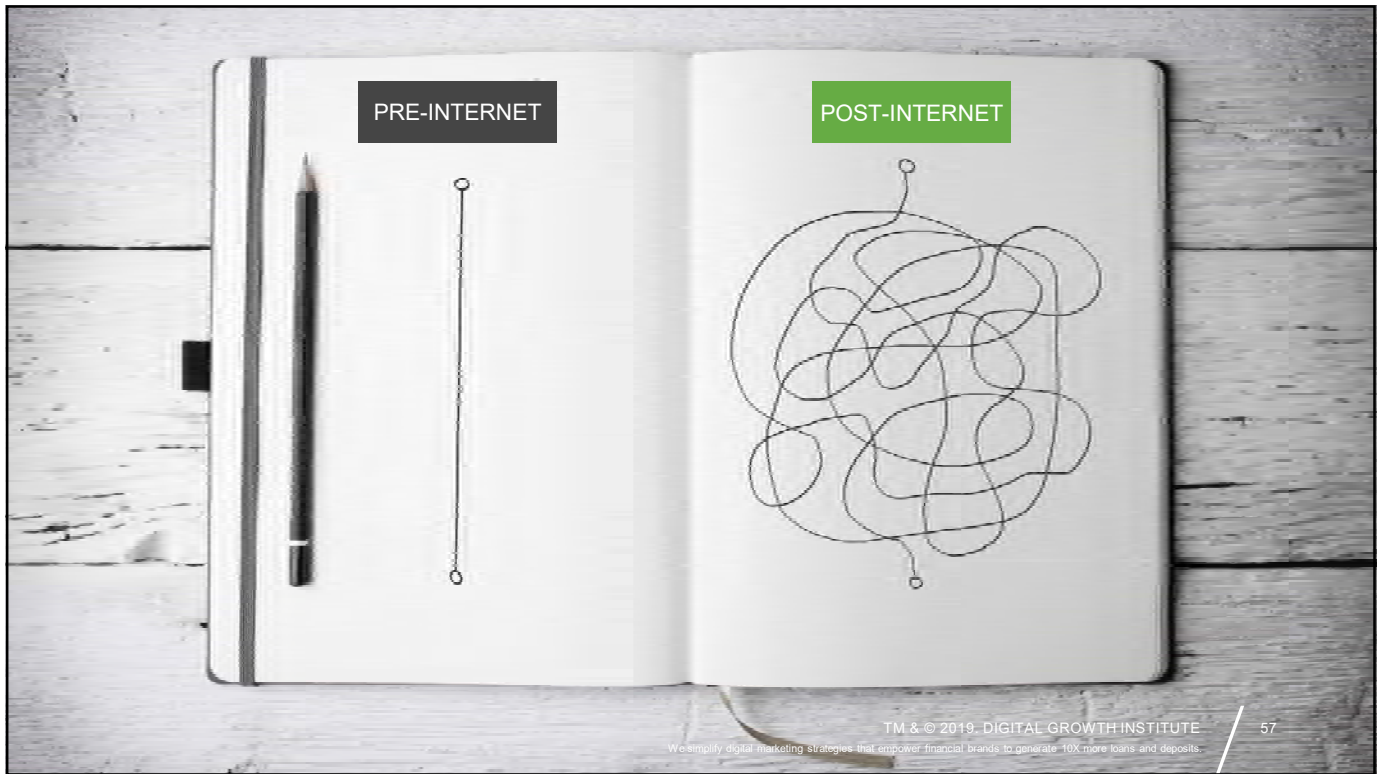
EMPATHY.

MAP DIGITAL CONSUMER JOURNEYS AND PATHWAYS

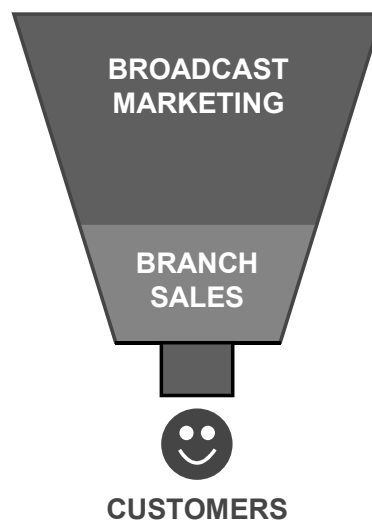


3

THE WAY CONSUMERS SHOP HAS CHANGED FOREVER.



THE LEGACY **CONSUMER** JOURNEY



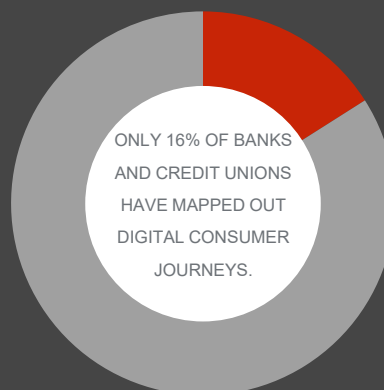
THE FUNNEL IS DEAD.

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THE DIGITAL CONSUMER JOURNEY GAP



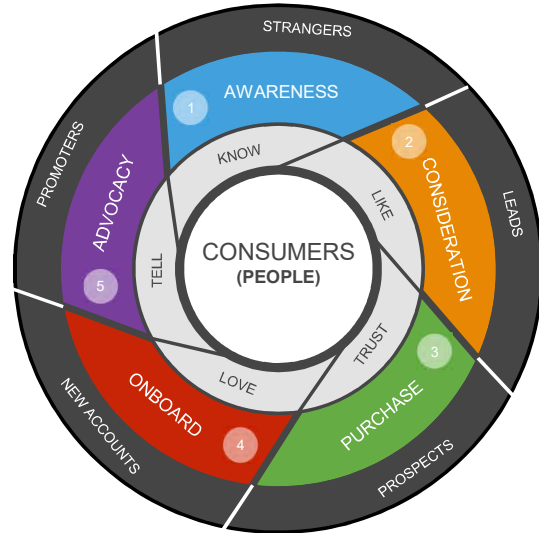
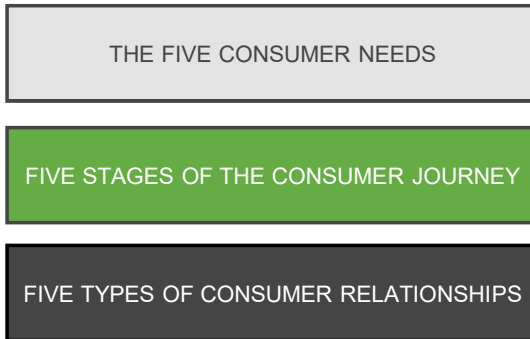
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THE EXPONENTIAL DIGITAL GROWTH CONSUMER JOURNEY

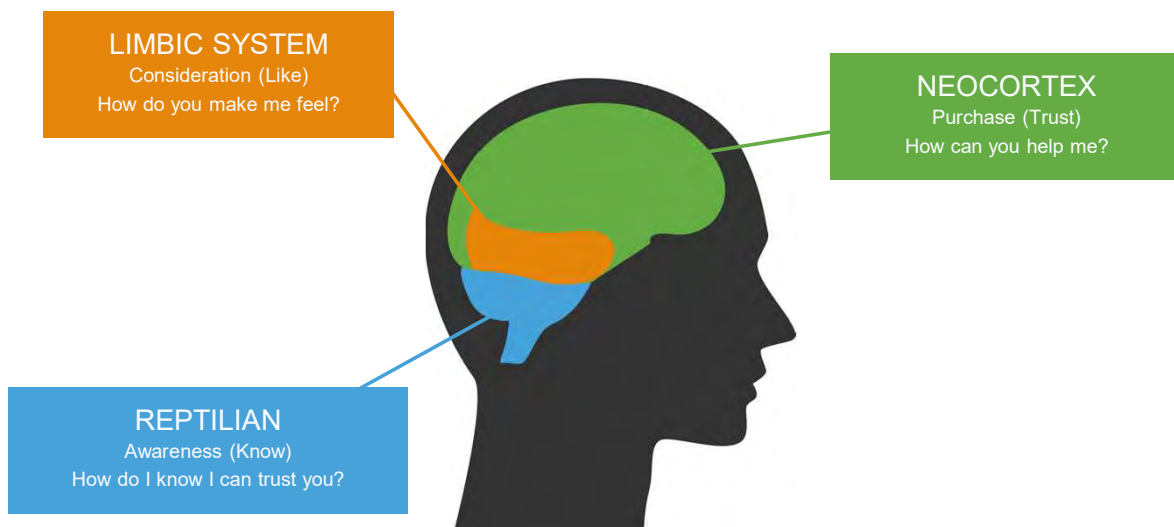


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BRANDING EMOTIONAL EXPERIENCES IN BRAIN



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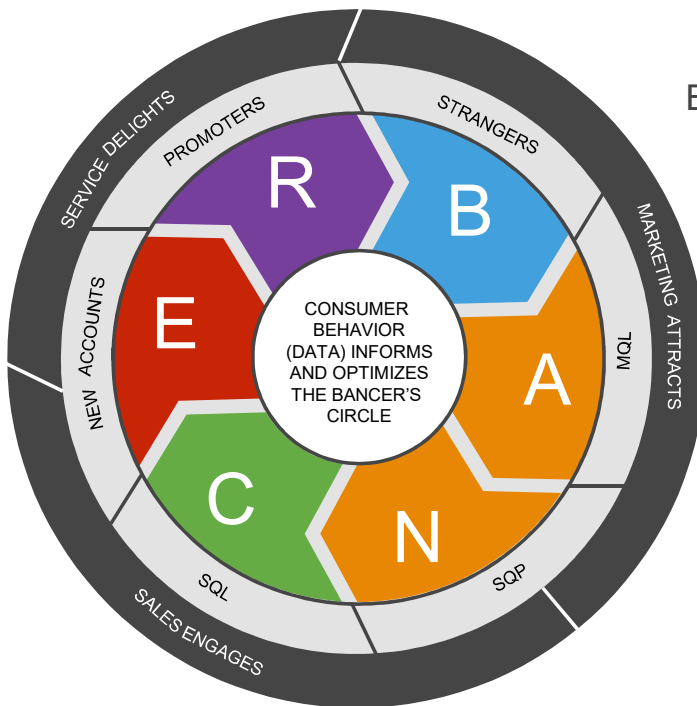
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THE DIGITAL GROWTH CONSUMER JOURNEY PUTS PEOPLE AT THE CENTER OF ALL OF YOUR THINKING AND DOING.

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BANCER'S STRATEGY CIRCLE FOR EXPONENTIAL DIGITAL GROWTH

1. BUILD AN AUDIENCE TO INCREASE WEBSITE TRAFFIC
2. ATTRACT MQL WITH PERSONALIZED OFFERS
3. NURTURE SQL WITH AUTOMATION TO INCREASE TRUST
4. CONVERT SQP FOR LOANS AND DEPOSITS
5. EXPAND RELATIONSHIPS BY DELIGHTING ACCOUNTS
6. REPEAT WITH RATINGS, REFERRALS, AND REVIEWS

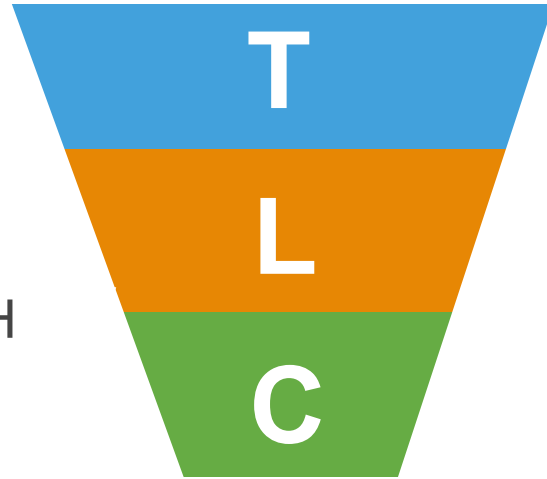
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DIGITAL GROWTH FORMULA

$$T^X + L^X + C^X = \text{GROWTH}$$



DIGITAL GROWTH 10X FORMULA

$$(T^X + L^X + C^X) (\text{PETT}) = 10X \text{GROWTH}$$



GROWTH MULTIPLIER

BREAK FREE FROM
PROMOTING
COMMODITIZED
PRODUCT FEATURES



4

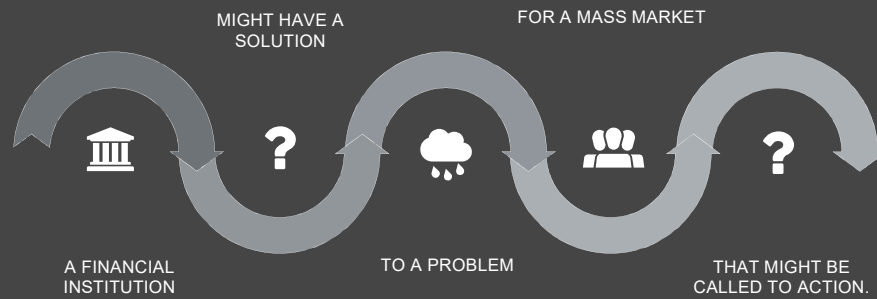
NARCISSISTIC
BRANDING



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THE PROBLEM: NARCISSISTIC BRANDING



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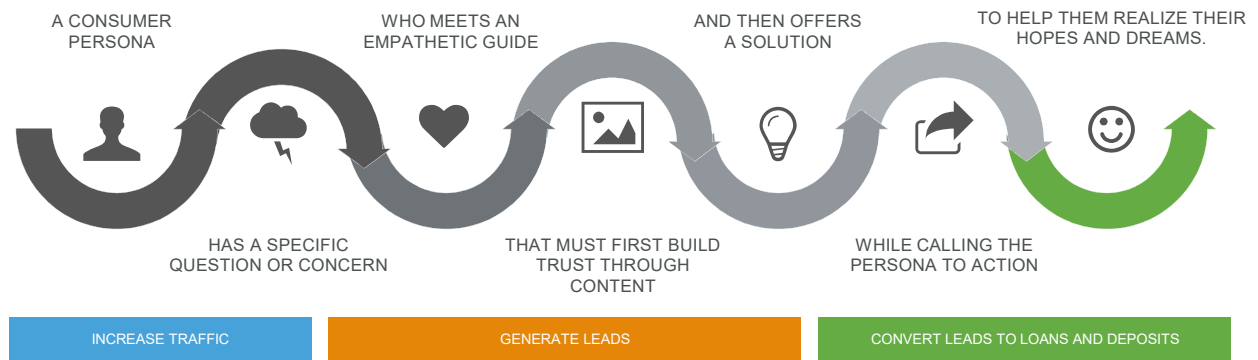
THE HERO = 

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TELL DIGITAL **STORIES** THAT SELL



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EVERY STORY WORTH TELLING
(AND REMEMBERING) HAS A
HELPFUL AND EMPATHETIC
GUIDE.

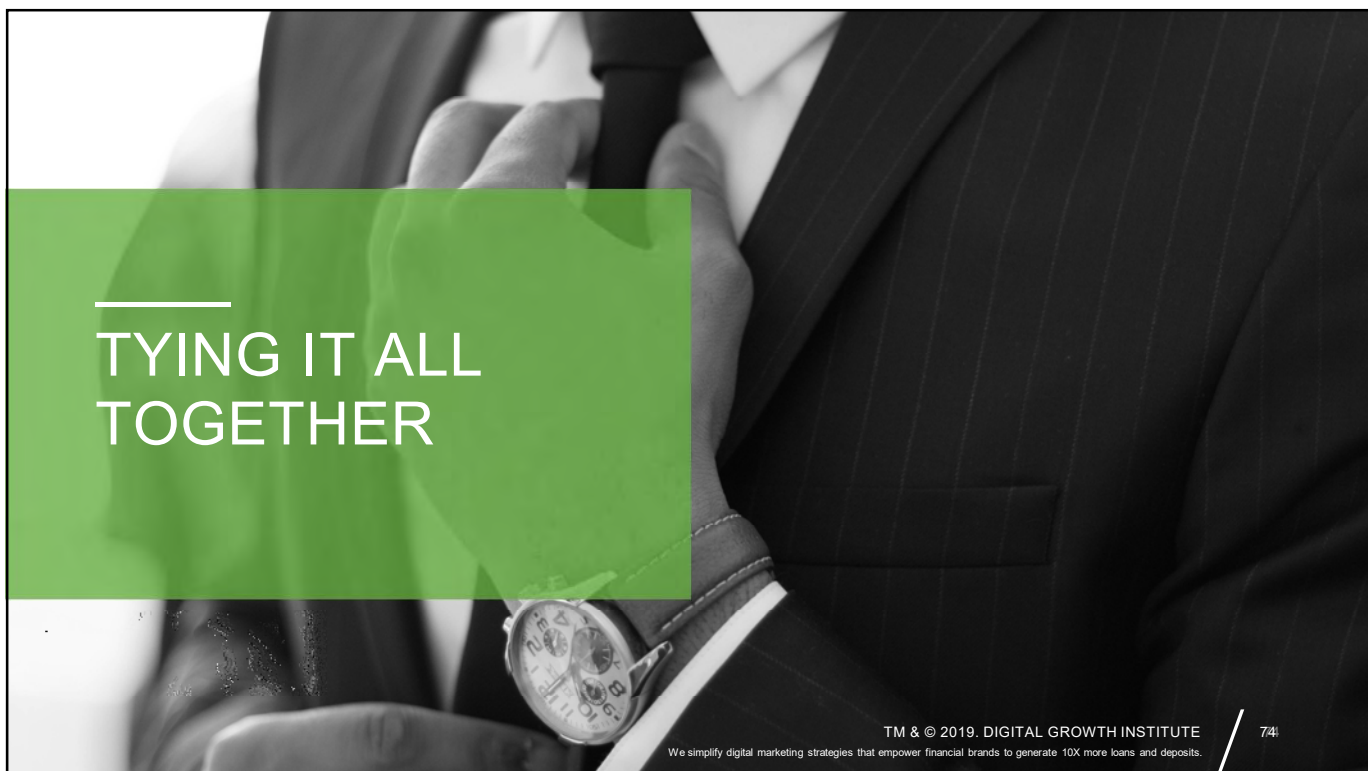


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—
TYING IT ALL
TOGETHER



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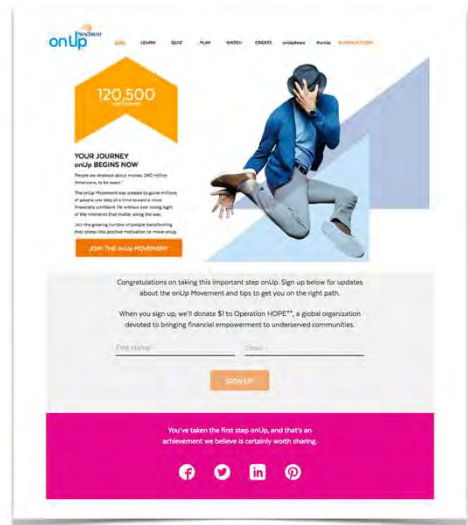
ONUP MOVEMENT

"We had more than 20,000 visitors to OnUp.com within the first two minutes after the ad aired. On game day as a whole, we had more than 38,000 people come. We achieved more than 10 million social-media impressions. People responded positively to our message."

CORINNE CUTHBERTSON

SVP OF BRAND ADVERTISING & DIGITAL MARKETING | SUNTRUST

ONUP MOVEMENT

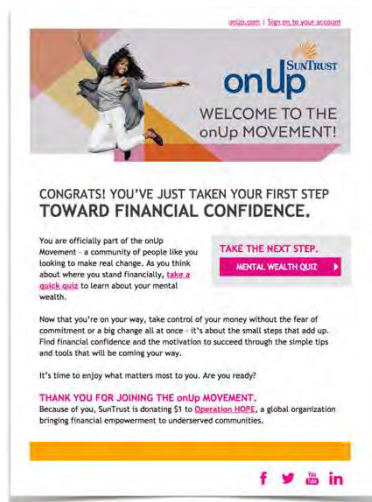


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ONUP MOVEMENT



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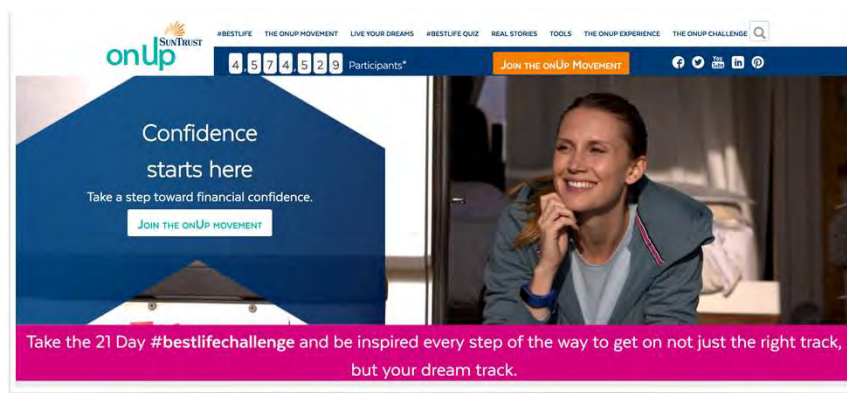
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ONUP MOVEMENT

"We have far exceeded our expectations. We were thrilled to reach a million people last month. The movement is behaving very differently than a campaign; it's spreading in ways we couldn't have imagined. People are taking onUp to kids' soccer games and talking to other parents about it, and talking to support groups about it. We had forecast 600,000 people signing up and we've reached one million. Now our goal is five million people in five years. People are getting tips and tools, and sharing their stories."

SUSAN SOMERSILLE JOHNSON
CMO | SUNTRUST

ONUP MOVEMENT



POSITIONING AROUND PURPOSE



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GUIDING BEYOND PAIN POINTS

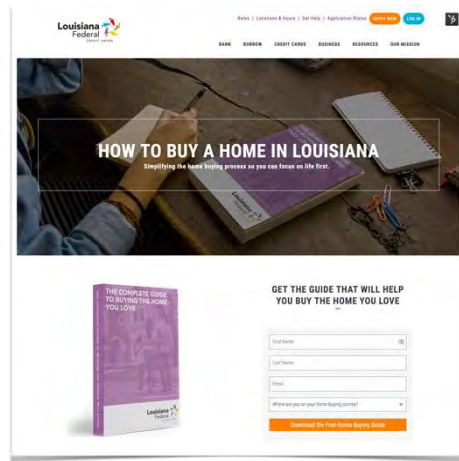


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BUILDING TRUST WITH CONTENT

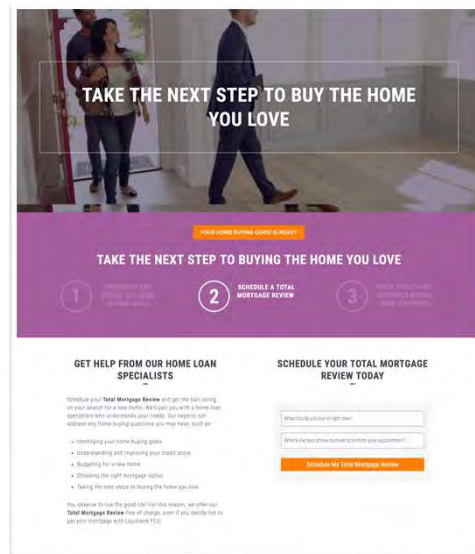


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GUIDING TO A BIGGER, BETTER, BRIGHTER FUTURE



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PEOPLE WANT TO EXPERIENCE THREE THINGS



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—
YOU'RE THE GUIDE
OFFERING HELP
AND HOPE.

YOUR
CREDIT
UNION



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GUIDES SELL TRANSFORMATION

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GUIDES OFFER HELP + HOPE

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BRAND BEYOND DOLLARS AND CENTS.

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HELP FIRST. SELL SECOND.



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