The Ultimate Guide to Finance Marketing

How Financial Institutions Can Adapt to a Digital-First Marketplace

Introduction

Consumers are making a substantial investment when they choose to work with your financial institution. Outside of the financial commitment itself, the decision of which company to work with also requires a significant amount of time and research. This is true whether selecting an institution for banking, loans, or retirement funds.

To win over finance customers, you must build a robust, flexible strategy that establishes trust, provides an open line of communication on preferred platforms, and simplifies the finance decision making journey.

Keep reading for Coegi's how-to guide on financial services marketing.

Learn How To...

- Capitalize on market opportunities
- Target and motivate financial consumers with personalized messaging
- Create an effective omnichannel financial marketing strategy
- Track, measure, and improve advertising performance

Market Opportunities

How to Capitalize on Growing Financial Interest

The finance sector is booming with opportunities for tech-forward brands who are first movers. Worldwide, 1.7 billion people are completely un-banked - this means there is a vast number of potential customers who could likely benefit from your services.

In the US, there's a growing need for financial services among the 'Aspiring Affluent'. These are individuals who aren't quite wealthy enough to need a dedicated financial advisor, but require greater financial guidance than the average person.

Meet the Aspiring Affluent

24-40
years old

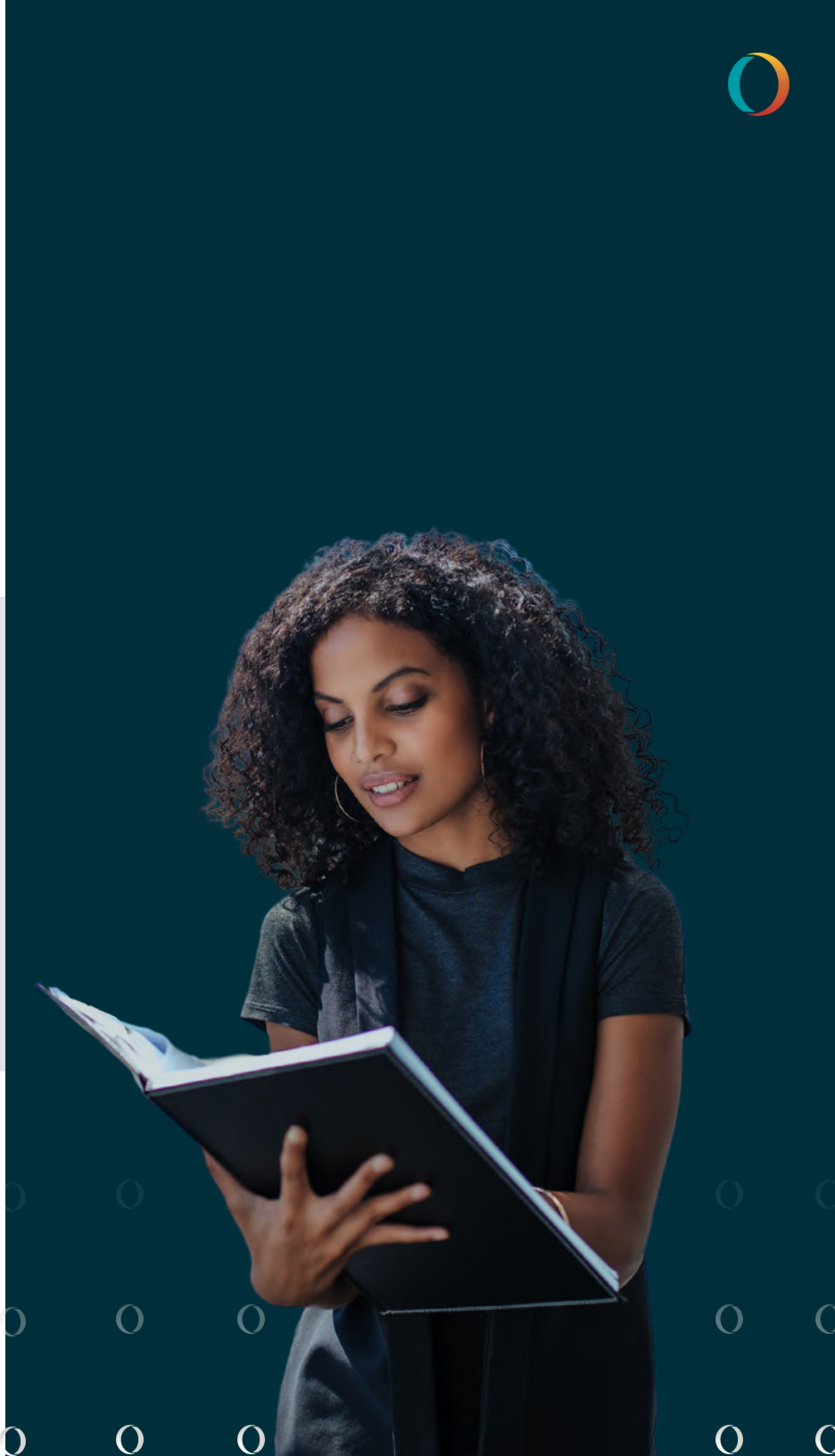
$56k+
HHI

Media Channels: Social Media, Mobile Apps, Industry Sites

Financial Interests: General Knowledge, Investing, Financial Freedom

Source

One way financial institutions and investment firms are rising to meet these demands is through educational content marketing. This creates a lower barrier to entry for receiving financial advice and resources than setting up in-person meetings. See how Coegi was able to help establish a financial client as an industry leader using consumer education in the following case study.



Creating Leads Through Consumer Education

The Challenge

Coegi partnered with a financial services brand to develop an education-based approach to lead generation with the goal of increasing new account opens and improving customer lifetime value.

The Strategy

Many financial institutions offer monetary incentives for opening an account. However, offering these to an uneducated audience can lead to abandoned applications and higher costs per lead.

This client promoted guides on home buying, auto financing, and growing a business. Coegi created a strategic targeting plan to reach each audience based on relevant topics, using Facebook lead generation ads as the primary tactic.

The Solution

Paid ads related to e-book downloads outperformed campaigns focused on monetary promotions. Users were 125% more likely to download the Homebuyers Guide and request more information compared to messaging offering a discount. This campaign positioned the client as an expert in their industry and built trust among their target audience.

Overview:

Goal: Conversions

Tactic: Lead Generation Ad

Platform:

Results:

240,227
Impressions

0.08%
Conversion Rate

Top Financial Creators to Follow

Humphrey Yang
@HumphreyTalks

Delyanne Barros
@DelyanneTheMoneyCoach

Dasha Kennedy
@TheBrokeBlackGirl

Nick Loper
@nloper

Tiffany Aliche
@thebudgetnista

Chelsea Fagan
@thefinancialdiet

Jeremy Schneider
@PersonalFinanceClub

Daniella Flores
@iliketodabble

Source: Investopedia

In the Numbers

- **47% of Gen X, 64% of Millennials, and 54% of Gen Z** have investment accounts
- **43% of Gen Z** plan to increase their investment levels
- **39% of Millennial investors** research investment information weekly
- **57% of Boomer investors** have mutual funds and 70% have target funds

The Rise of Investing

Over the past several years, we've seen the proliferation of finance mobile apps for investing, banking, and budgeting (ie. Robinhood, Chime, EveryDollar). Younger generations are driving this trend, but even 23% of Baby Boomers prefer their digital wallets over traditional methods of money transfer.

Financial education was formerly accessed through formal classes, radio shows and books. Now there are hundreds, if not thousands, of content creators across social media platforms sharing financial advice and tips. Today, Millennials and Gen-Z are more financially literate than any prior generations, largely thanks to being digital natives.

As a result, the barriers to entry for investing are also lower than ever, whether it be purchasing mutual funds or cryptocurrency. In fact, 45% of Gen Z consumers with less than $50K annual income are investing. This number leaps to 73% for individuals making above $50K per year.

In particular, the cryptocurrency market is growing in both popularity and value. A recent survey shows nearly a quarter of the US population now owns cryptocurrency with another 45MM planning to invest for the first time in 2023. Cryptocurrency adoption is expanding into the mainstream as consumer understanding grows and ease of access improves. Although adoption rate is still low, more and more banks are adding crypto services to their portfolios to accommodate the growing consumer demand.

Reaching Your Ideal Consumers

As a financial brand, you undoubtedly have a broad range of audiences to connect with, who have an even larger range of needs. But how can financial brands meet their vast array of potential consumers in a personalized way?

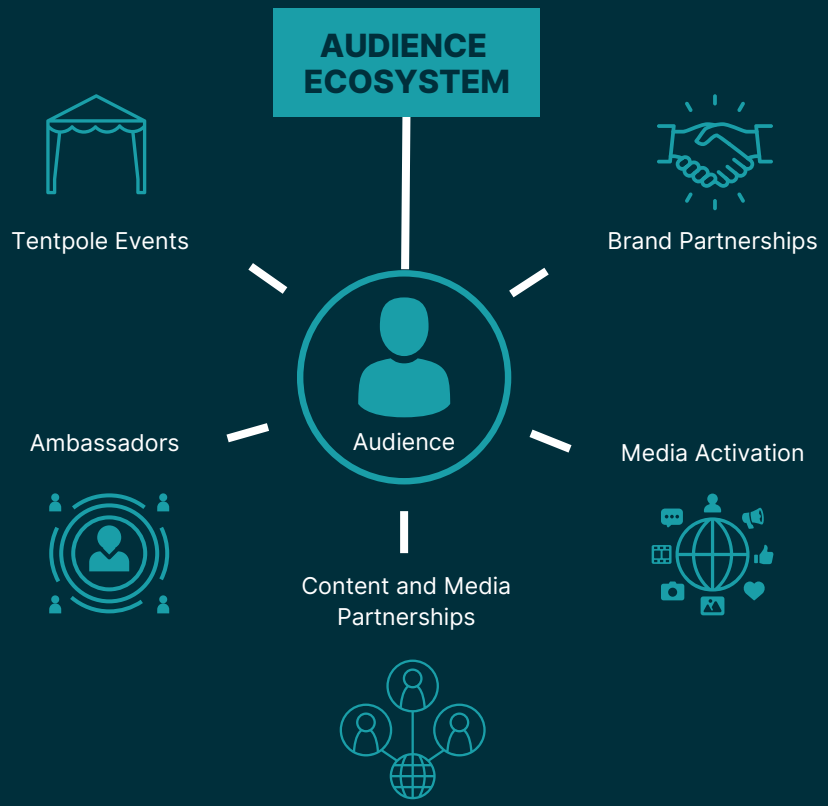
A personalized experience is highly important to 72% of US banking consumers. Regardless of where interactions occur, consumers want communications to be tailored to their unique needs. This is made possible with data and advanced analytics paired with deep consumer understanding:

1. Use consumer intelligence tools to target niche audience personas.

   Note: You also likely have highly valuable first party data available in your CRM. Use AI to build quality lookalike audiences that complement your audience personas.

2. Understand unique media consumption behaviors to create a marketing ecosystem that allows for multiple touchpoints all tailored to your audiences' needs and behaviors.

3. Create custom messages to appeal to each audience persona, focusing on quality over quantity of leads



41% of respondents wish banks provided more personalized offers/information to help them achieve financial goals

> “A strong audience strategy backed by a robust understanding of their behaviors, motivations, preferences, and media consumption will drive reduced media waste by ensuring your ads are being shown in the ideal places and with an effective message.”
>
> **Maggie Gotszling**
> Coegi Senior Account Strategy Director

It’s also important to consider the nuances of marketing to other businesses to build partnerships vs. direct to consumer relationship building.

Targeting B2B Consumers

If another business is responsible for selling your product or service, you must arm them with information to best represent your brand value. With B2B content, you can be more technical, using jargon that is customary to their day-to-day.

Don’t be afraid to branch out from the traditional B2B channels (e.g. LinkedIn, industry publications, etc.). The B2B audiences you are looking to influence are people too, and engage with media spanning a wide variety of channels.

Targeting B2C Consumers

Your B2C consumers, on the other hand, need very different materials. It must be high-level, providing enough information so they understand the benefits, while not being overwhelmed with too much complexity.

Before you start touting what you think are the most important benefits your brand offers, stop to listen and learn about what your customer really desires. Is it financial freedom? Business success? Peace of mind? Security in their child’s future? Make sure you are tailoring messaging to audience segments based on informed insights.

Taking a B2B2C Approach

If your product or service needs to reach both B2B and B2C users, link the two paths with a cohesive content strategy. This helps facilitate a more meaningful conversation between the business and new customer by meeting each in a place where they feel empowered with information.

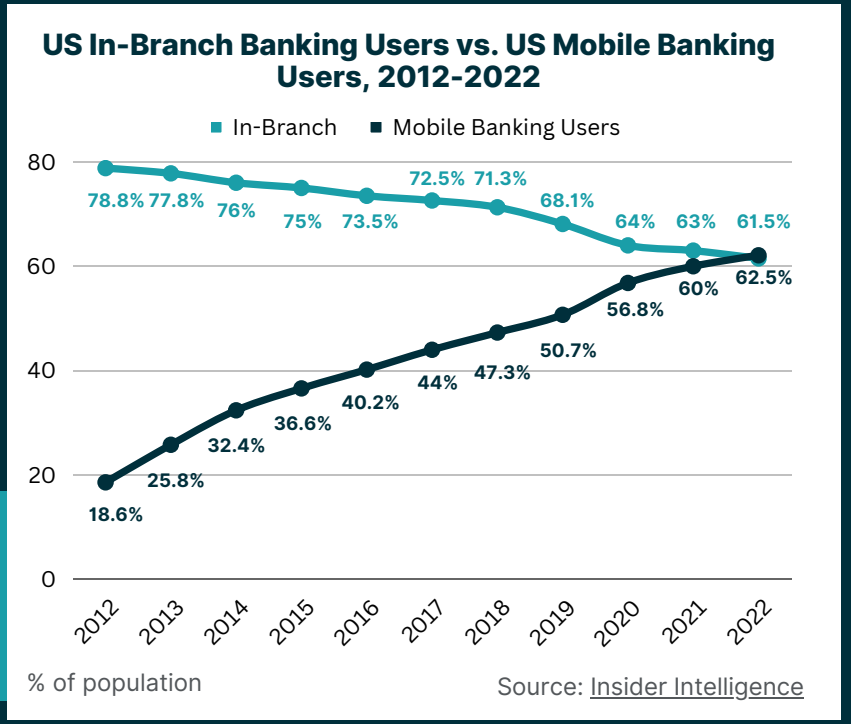
Channels to Consider

The COVID-19 pandemic forced everyone, even late adopters, to begin exploring ways to conduct finances online. We saw a surge in usage of online bill pay, Apple Wallet, Venmo/PayPal, digital check deposits, investment apps and more. And people aren't just using online/mobile banking for basic accounts anymore. Data from Bank of America shows most of their mortgage loans now originate digitally.

With this shift in behavior, the volume of physical banks is shrinking. From 2012-2021 there was a 16% decrease in US branches. On the other hand, by 2024 there will be over 3.6B online banking users globally.

Changes in digital adoption are prevalent among both financial professionals and consumers across age groups.

87% of financial marketers increased their digital marketing budget in 2022 due to rising adoption of digital by financial consumers.



Use the following digital channels to focus your dollars on the most cost efficient and effective channels that align to a digital-minded consumer.

Video CTV Search Display Social

Video

Brands are realizing the value of video in driving awareness through storytelling, which is important for major financial decisions. Consumers are shifting to engage with more and more video content. In fact, around 84% of consumer internet traffic is on video content. So use quality video content to educate your audiences, show your brand personality, and bring your message to life.

Audiences are fragmented across many digital platforms. We encourage our brands to incorporate both programmatic and social channels into a holistic video advertising strategy. This ensures they are delivering this high-impact creative to their audiences regardless of where they are spending time:

94% of marketers use video to increase customer understanding of their offering

Video Channels

YouTube

YouTube is the preferred source of finance-related video content among Gen-Z. Additionally, one in three Millennials cited YouTube as their preferred source of investing and personal finance guidance.

Connected TV

Streaming TV received the highest investment of any digital channels by consumer banking and consumer finances brands in the past year, according to competitive insights data.

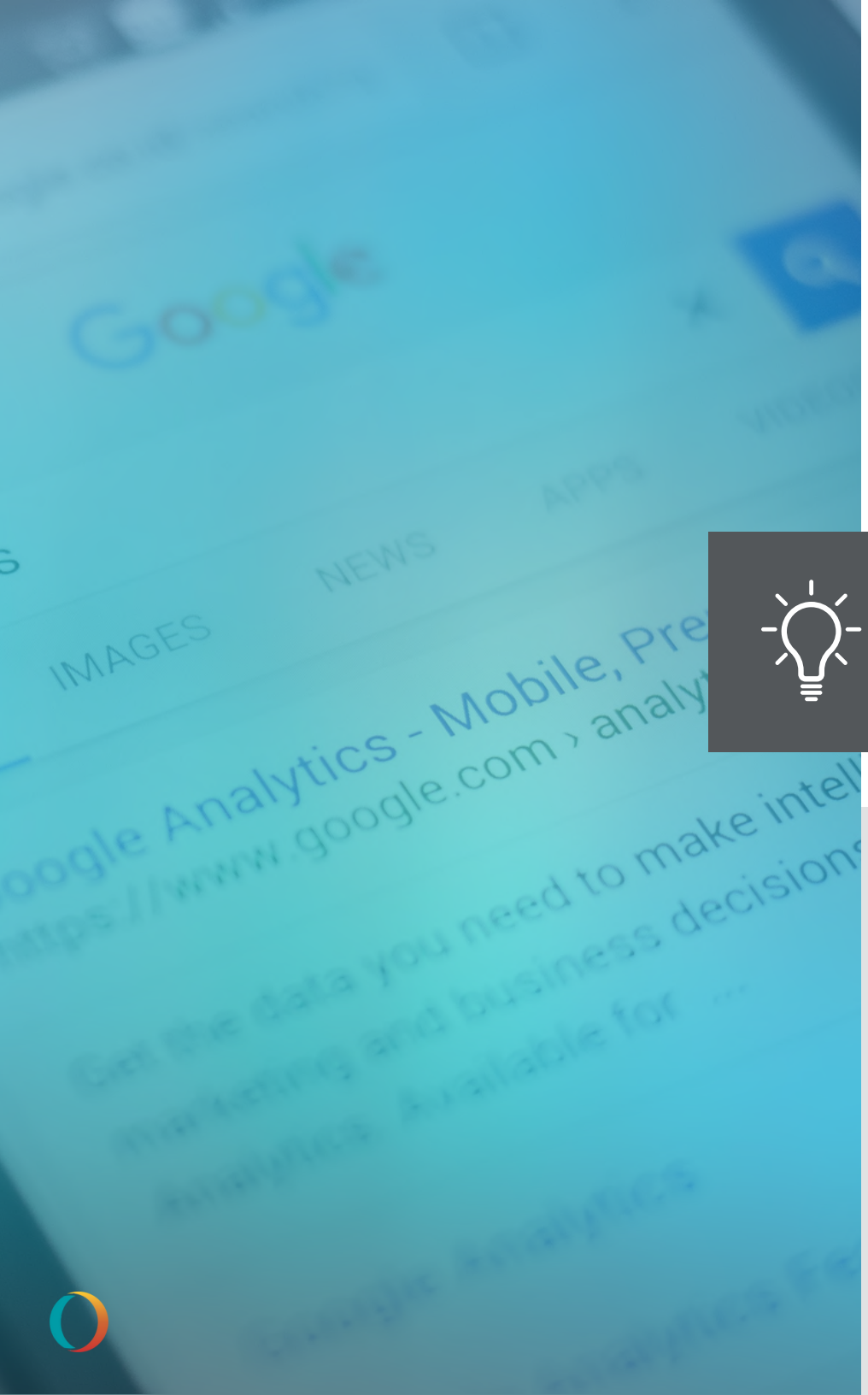
Why are advertisers leaning so heavily into CTV?

- *High impact video content on largest screen in households*
- *Addressability with behavioral and demographic targeting*
- *Improved flexibility and affordability versus traditional TV*

Social Video

Short-form videos on social media platforms - namely TikTok, Instagram, Facebook and Snapchat - typically receive higher engagement than other post formats and promote better brand recall. Use quick, entertaining video content to efficiently convey your brand message.

35% of social media ad spend will be on video in 2023



Paid Search

Search engines drive nearly all website traffic and are the third most used source for consumer financial education, behind families and banks themselves.

It's critical to show up as a top ranking site on Google, Microsoft and Bing. Pair effective keyword bidding with strong website SEO to ensure your brand is visible at key points in the consumer journey. Optimize a combination of branded, unbranded and competitive paid search terms to show up for relevant, high-value queries

Tip: Use dynamic search ads to create relevant headlines when users search for words/phrases similar to your website content.

In the Numbers

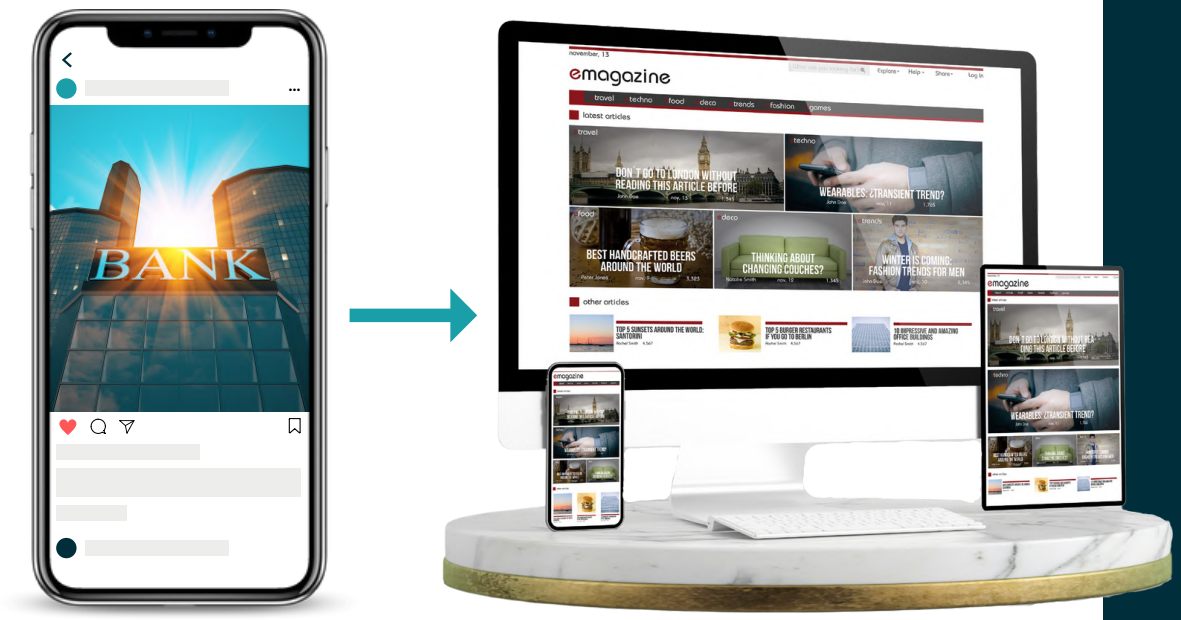
- **61% of financial marketers** expect to increase their search engine marketing budget in 2022
- Paid search layered with organic search is **25% more effective** than either tactic used individually
- **Search is the top channel** Millennials use to find investing resources

Display

Display ads are a cost effective option for building brand awareness. They can also drive consideration and lead generation through strong CTAs. We recommend using dynamic creative for personalized offers which drive measurable actions.

Native display ads are especially useful for targeting finance buyers when they are reading contextually relevant content. It can position your brand as an additional resource to the topic they are reading about without being intrusive.

Tip: Repurpose high-performing social ad content for native placements.



Paid Social

59% of financial marketers expected an increase in their social media marketing budget in 2022. Why? Four out of five financial marketers gain new leads through social media.

Social media is useful in bringing your brand to life, building trust and authenticity with followers in an environment where they are active daily. It also goes a long way in driving new prospects and increasing customer lifetime value.

Let's take a deeper look at some high-performing social channels for finance brands:

LinkedIn

LinkedIn has millions of active professionals with detailed targeting capabilities for reaching a business-focused target audience. On LinkedIn, individuals are more likely to be engaged in business-related activities. This means an account-based marketing approach is likely to be successful on this platform. However, you can also find highly relevant audiences using tactics such as job title targeting to ensure you are reaching the right individuals.

Top Performing LinkedIn Ad Formats:

Video

Carousel

Lead Gen

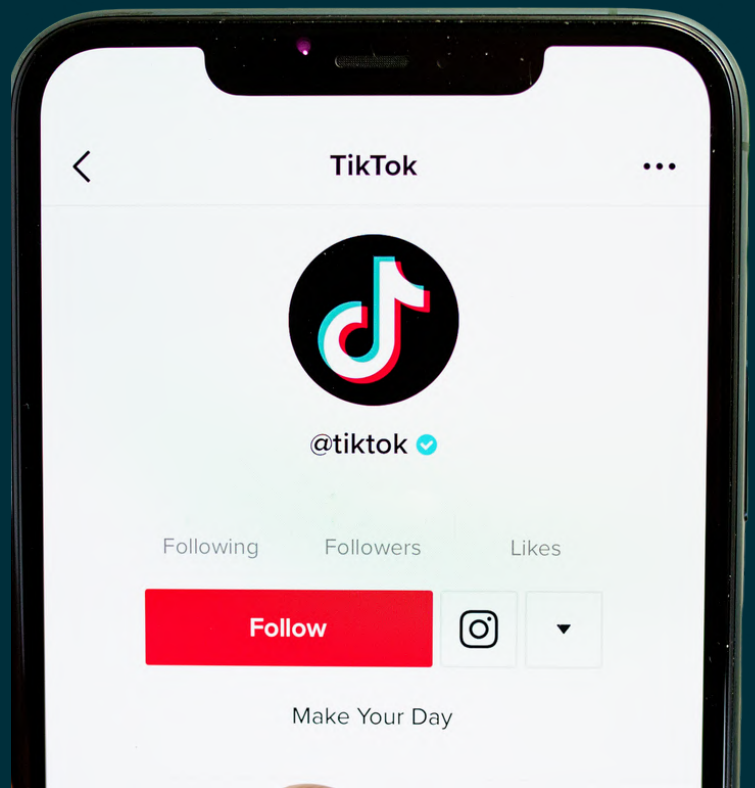
Facebook and Instagram
Instagram is the most highly invested in social channel for consumer banking, followed closely by Facebook, according to competitive ad spend analysis. Combined, these channels make up nearly half of all digital consumer banking ad spend.

Lead generation ads on both platforms offer a reliable way to collect first-party data in exchange for educational content. Complement your paid efforts with a consistent presence on the organic side, using comments, story polls, and Q&As to start a conversation with current and potential customers.

TikTok
No other social platform enables the potential virality or mass reach as quickly as TikTok. Plus, there's a huge niche on TikTok for financial content. Younger audiences looking to increase their financial literacy follow creators who post relatable and digestible finance content.

TikTok Tips:

- Work with popular influencers to reach niche audiences
- Post casual, non-overly-produced creative
- Use trending audios and hashtags when relevant



Driving Results for Crypto Brands

Overview:

Goal: Consideration + Conversions

Tactic: Targeting + Lookalike Aud.

Platform:

Results:

4,720
Site views

0.96%
CTR

757k
Impressions

The Challenge

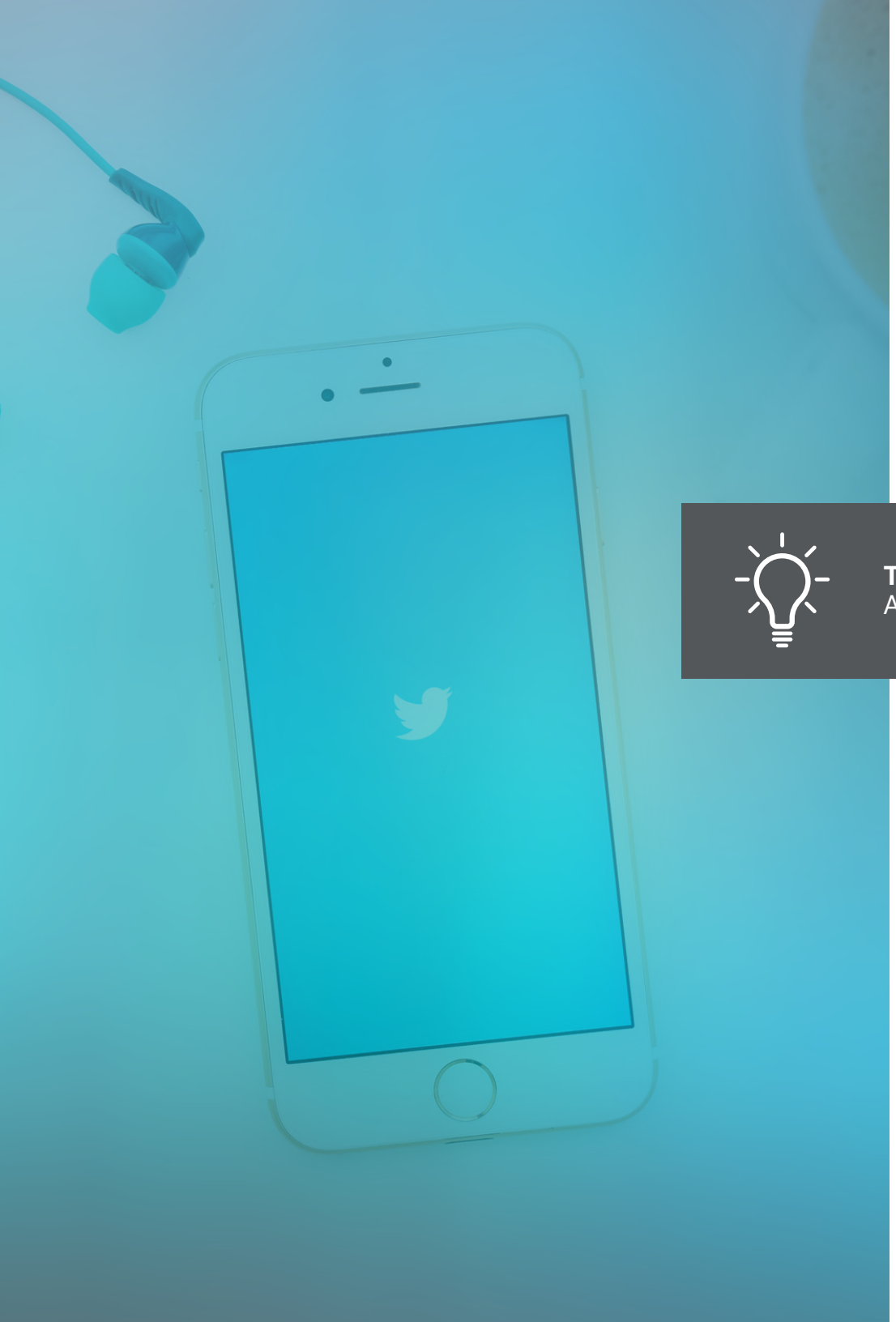
A cryptocurrency brand tasked Coegi with driving audiences to register for an online event. Primary KPIs were event site visitations and ticket purchases. The main challenge was to identify and capitalize on the appropriate social media platforms to align with the brand's niche audience segments.

The Strategy

There are restrictions for crypto advertising by a variety of social media platforms. So we were not able to leverage the most widely used platform by the brand's audience. Through internal research and creative strategy, we were able to narrow down to Facebook and Instagram as the optimal channels.

The Solution

Using Facebook and Instagram, we leveraged interest targeting, retargeting, and lookalike audiences to drive virtual event traffic within highly targeted audience segments.



Twitter

Twitter is especially effective for targeting financially-minded individuals on a platform where users are highly engaged. 41% of users report that financial and business content on Twitter can impact their investment decisions. This platform has a very active crypto and fintech community who are consistently discussing the latest news and trends in the space. Align your brand with this content, trending hashtags or popular content creators to capitalize on the opportunity Twitter offers.

Twitter Tip: To expand your targeting pool, use the platform's AI to find follower lookalikes from competitor brands.

Reddit

Reddit, often referred to as the "first page of the Internet," is a discussion-based platform that allows advertisers to reach very niche audiences at a cost efficient rate. It is a network of communities, known as subreddits, where people can dive into their unique interests.

Reddit is most popular among the 18-34 year old age group, making it a great option to reach those financially-inclined younger generations. Research to find relevant financial communities and subreddits where your brand can show up as another helpful resource.

Targeting Crypto Enthusiasts

The Challenge

Endaoment, a tax-exempt community foundation, engaged Coegi and partner agency, Wachsman, to develop a marketing strategy to simultaneously build awareness, educate key audiences, and drive new fund creations within two months. The ultimate goal was to drive crypto fund creations for their major end-of-year giving campaign.

The Strategy

Coegi started with in-depth audience research to determine how to reach niche cryptocurrency owners. Those insights informed our channel selection. We used display, search and social channels, while implementing sequential messaging to lead consumers down the funnel.

The Solution

We focused on LinkedIn and Twitter as our primary social platforms as they are where crypto enthusiasts tend to spend most of their time. Additionally, we used paid search with keywords related to end of year tax deductible donations to generate qualified web page visits.

The campaign resulted in nearly 7,000 key website actions. This was an over 50% success rate from the 13,000 clicks on the ads. This reinforces that the ads were clicked by highly engaged audiences. In several cases, they created or donated to a fund immediately.

Overview:

Goal: Conversions

Tactic: Lead Generation Ads

Platform:

Results:

3.9M
Impressions

1,246
Conversions

5.76%
Search CTR

Local Partnerships

It's important for regional finance brands to be involved in the community. Local partnerships are a great way to establish that presence and boost brand affinity. For example, a regional bank could sponsor a professional sports team, non-profit, or other local entity. Even for national brands, it's important to identify the key cities or regions where you have the greatest traction and find relevant partnerships to help amplify your brand and build trust.

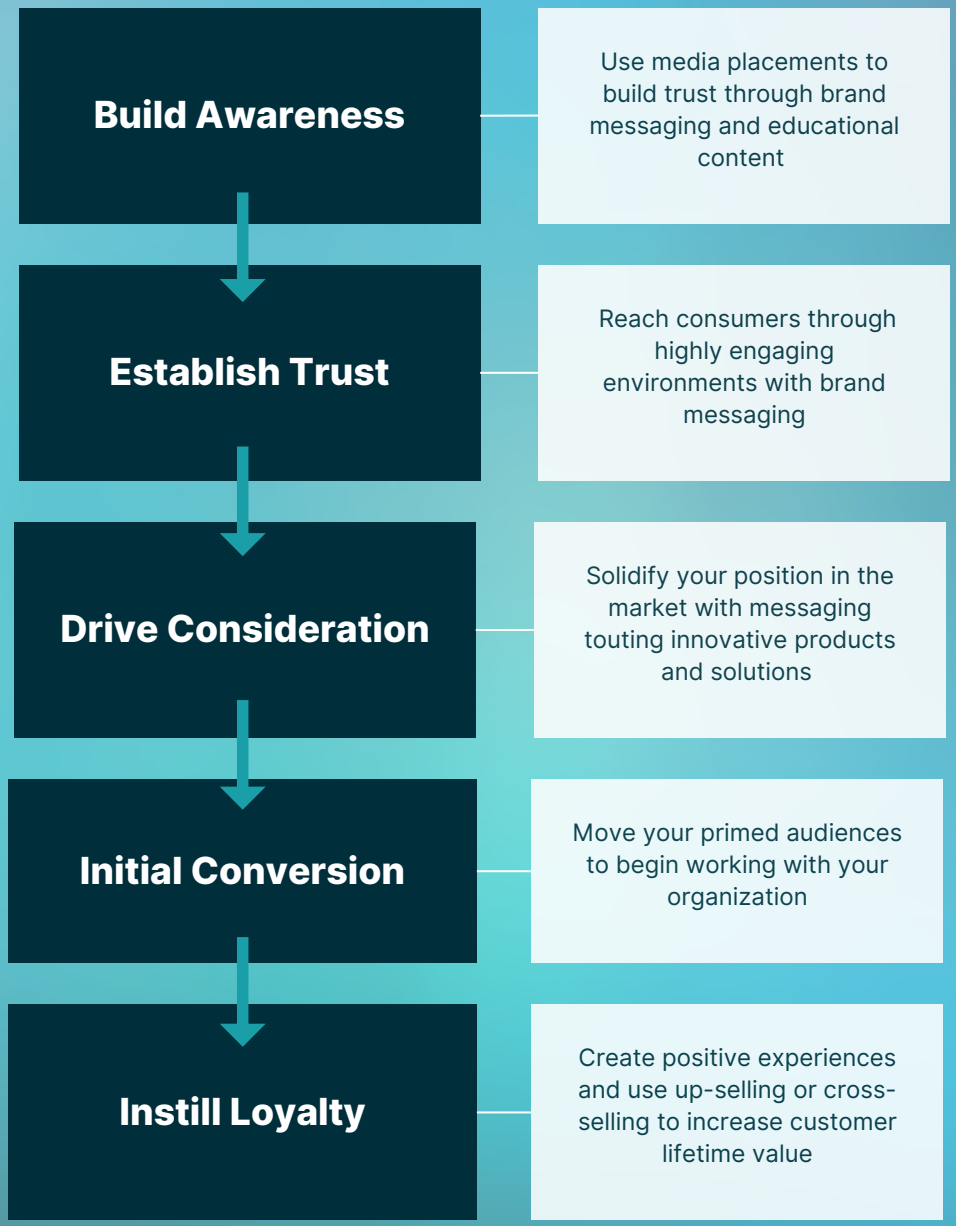
Content Marketing & Publisher Partnerships

Less human interaction with advisors and representatives means your online content has to work harder to influence financial decision making. Thought leadership content can humanize your brand and help guide your customers through their finance journey. Through publisher partnerships, brands can further establish authority.

Benefits of Content Marketing

- Greater online visibility and SEO ranking
- Competitive differentiation
- Increased customer lifetime value
- Greater consumer trust
- Better positioning as an industry leader

The Financial Customer Journey



Digital-First, Not *Digital-Only*

Despite the strengths of all these channels, digital tactics shouldn't stand alone. Accounts opened in person have up to 10x higher balances after four months than those opened digitally. A positive physical onboarding is often ideal to enhance customer lifetime value.

A PWC report quotes, "Most consumers do still want to work with real bankers along with technology — especially during initial acquisition and onboarding activities — as long as it's on their own terms." So explore ways to create immersive experiences that blend physical and digital worlds for both customer service and advertising.

Bringing It All Together: *Omnichannel Solutions*

Only 9% of customers say their bank offers an excellent digital customer experience. The top way you can improve the banking customer journey, according to BAI, is to improve the omnichannel experience. It's easy to get absorbed in individual channels. However, this causes campaigns to quickly turn from strategic to tactical.

Instead, leverage a consumer-focused approach that determines who your most valuable audiences are and how you can best reach them. As you craft your channel strategy, consider the key stages of the financial consumer journey outlined in the left panel.

Measurement Solutions for Finance Brands

Tracking the cross-channel journey via both sales and marketing touchpoints throughout this process is essential. Accurate measurement provides learnings to optimize the process, making the sales funnel shorter and ad spend more effective.

To accurately determine campaign performance, it's critical to understand how KPIs for all stages of the customer journey work together to create a holistic picture. Brands should start by building a custom measurement framework factoring in multiple KPIs correlated to core business goals.

Think outside the box of typical cost-based metrics to find new ways to track and attribute success in a meaningful way. When media metrics do not answer your business questions, layer advanced measurement tactics on top of media metrics. These data points will provide a more holistic view of your performance that will enable progress towards business goals.

Leverage the Digital Marketplace

Forward-thinking finance brands have an exciting opportunity to leverage the digital marketplace to their advantage. Using this guide, you should be able to better understand how to adapt your brand's strategies for long-term success. With a digital-first approach, audience personalization, and strategic targeting, you can reach your highest potential buyers with maximum efficiency.

Coegi Services

Programmatic

Display
Online Video
Native
CTV/OTT
Streaming Audio
DOOH
Paid Search

Paid Social

Facebook
Instagram
Twitter
LinkedIn
Snapchat
Pinterest
TikTok

Strategic Services

Research
Planning
Strategy
Audits
Technology Vetting

Influenccr

Facebook
Instagram
Twitter
LinkedIn
Snapchat
Pinterest
TikTok

Key Recommendations

Be customer obsessed - use an audience-first approach backed by in-depth consumer research to target the audiences that matter most.

Create a data-driven, omni-channel strategy to maximize your media spend and build a seamless customer journey.

Invest in robust measurement solutions and data reporting to see a holistic picture of your results and make informed decisions.

About Coegi

Coegi is a digital marketing partner for brands and agencies looking for a best-in-class technology stack to deliver custom digital solutions that meet their goals. Our team is made up of practitioners that strive for innovation, while treating brand dollars with the accountability of performance media.

We use data-backed research to find your best customers and a “test and learn” approach to continually optimize and improve. This is all supported with a strong measurement strategy to ensure each and every channel contributes back to the established business goals.

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