



# INB NORMAN

NORMAN, OKLAHOMA

# MARKETING STRATEGY

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DAY + CREATIVE

PREPARED BY: MATT ALLEN + (405) 623.4920 + MATTHEW@DAYCREATIVE.NET

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# 01 PROJECT OVERVIEW

## NEEDS ASSESSMENT

Expanding the awareness of First National Bank & Trust to new markets in Norman that represent desired business, while continuing to engage valued customers and hopefully earning repeat business from them.

## INITIAL THOUGHTS

A targeted digital strategy that correlates with the community presence of INB officers and representatives and incorporates the characteristics of the INB brand that most engages satisfied customers.

For a digital marketing strategy to effectively appeal to both First National Bank & Trust's existing customers and attract other business like them, it needs to incorporate the aspects universally cited by the clients interviewed for buyer personas as positive ("small town feel", "personable, friendly") and also address the marketing junctures where the personas "pain points" and media usage and community interaction intersect.

## CUSTOMER FEEDBACK

We interviewed three INB customers that represent valued customers and also constructed a persona based on a fast growing sector. The digital marketing strategy we suggest building is based on that data.

We've constructed a grid of the significant areas of marketing overlap between desired personas, highlighting the most effective uses of strategy.



## 02 CUSTOMER PERSONAS

### BUYER PERSONA #1: "JAKE"



"Jake" is married, 33, has a five-year-old, and is the general manager of a car dealership. He has a bachelor's degree and earns \$200,000.00 a year.

He has a business loan with INB and doesn't have a lot of spare time, but spends what little he does have golfing. (Belmar), running (he participates in local 5ks), or exercising (CrossFit).

Belongs to the Norman Chamber of Commerce, but isn't terribly active. Not very active on social media, but diligently researches prospective engagements when considering them.

He would be likely to go on a bank's website to look for information about their offerings and history.

#### Products with INB:

Business loan

#### Future potential:

Other business accounts and personal accounts

#### Favorite thing about INB:

Friendliness, relational way of doing business

#### How was he reached?

Personal connection



## 02 CUSTOMER PERSONAS

### BUYER PERSONA #1: "JAKE" [CON'T]



How do you reach more like him?

Chamber Events, sponsoring 5ks/CrossFit events, email campaigns, content library on website

What media does he interact with?

Uses Google as a search engine, listens to podcasts, will read emails. Not a local TV or radio consumer.

What is INB doing right?

Has the "high level" feel with small town personality, but feels it isn't maintained as you get into the actual products offered.

Marketing to "Millennials" (end cap: age 38 in 2019):

Reach them digitally with websites and microsites/landing pages, podcasts. They value customization and choice, as well as connection.

Content suggestions:

Email campaigns, sponsored advertising at OU games, podcast or YouTube channel content, content library of white papers that position INB as a thought leader for business financing and saving for the future.

Content statements:

"We're partners."

"Jake's" concern about INB:

Limited ease of banking, hesitation about personal banking because of inability to get cash.



## 02 CUSTOMER PERSONAS

### **BUYER PERSONA #2: "JENNIFER"**



"Jennifer" is not a INB customer, but represents a market segment that is underserved and has a lot of potential. (Female entrepreneur). "Jennifer" is a 49 year old freelance graphic designer (no degree) who runs a small online business from her home as a sole entrepreneur. Divorced, with three teenagers, "Jennifer" makes about \$45,000.00 a year, but would like to expand her business to include contractors (possibly resulting in full service media, instead of just graphic design) and an offsite work space.

Media use is centered on Instagram (business and personal), and Facebook (also business and personal), and "Jennifer" also has a website (that badly needs an update) and belongs to the Norman Chamber of Commerce, and several LinkedIn groups for female entrepreneurs.

"Jennifer" is an avid runner and climber, and participates in several local charity 10ks or half marathons, and likes to take her kids to Thunder games when they aren't performing at Sooner Theatre or engaged in their own sports at school.

"Jennifer" is not a INB customer, but is contemplating a business loan at some point in the future, to fuel expansion. She has no current debt, aside from a car loan, and has a business checking account and credit card. She vets potential clients and partner companies both through online research, and is apt to read gated content sent through an email if she judges it to be worthwhile through the initial message.

## 02 CUSTOMER PERSONAS

### BUYER PERSONA #2: "JENNIFER" [CON'T]



Products with INB: None

**Future potential:** Business loan; would like to find a better rate for business credit card. Also working towards purchasing a house within a few years, after building up credit post divorce.

**How do you reach her?** Ad time with Thunder games, sponsored marketing with Sooner Theatre or Norman Public Schools sporting events, vibrant Instagram content, Google ads, LinkedIn articles, blog posts, Norman Chamber of Commerce's Women's Leadership Committee meetings.

**What media does she interact with?** Instagram, LinkedIn, Facebook, blog posts, multiple daily email checks

**What is INB doing right to appeal to her?** Easy to apply and be onboarded for business loans.

**Marketing to "Generation X":**

Blogs, LinkedIn, email campaigns. "Gen X" are technologically savvy, but also busy, and apt to be suspicious (first real large scale latchkey kid generation, big percentage of "Gen X" was affected by housing bubble). Activities may be child-focused (this generation has a high number of children), with teens and college-aged children taking a large amount of time. Highly likely to be self-employed and have older kids still at home. They value flexibility, and initiatives that help with planning.

**Content suggestions:**

Blog posts, LinkedIn posts, email campaigns, Google ads, Instagram stories and feed posts that address streamlining life and have high visual impact.

**Content statements:**

"You're different, and we respect that." Approach them as a consultant. Irreverence, informality, and humor work well with this demographic. More likely to desire connection. Harder to gain trust.



## 02 CUSTOMER PERSONAS

### BUYER PERSONA #3: "MIKE"



"Mike" is 37, married with one small child (6 months old) self-employed (yacht broker and real estate appraiser), with a yearly income of \$125,000.00 (His wife is also self-employed; this amount doesn't reflect her income.)

He has a bachelor's degree and is an Oklahoma native who lived in Florida for several years.

"Mike" golfs regularly (member of The Trails), and attends OU games when possible, but he and his wife are still adjusting to having a baby, and keep outings at a minimum.

"Mike" checks email throughout the day on his phone, listens to podcasts, and will look at articles or blog posts related to yachting, but isn't on Instagram or Twitter much, and only looks at Facebook for personal reasons, although he does follow pages related to his business.





## 02 CUSTOMER PERSONAS

### BUYER PERSONA #3: "MIKE" [CON'T]



Products with INB: Personal CD

Future potential: Business loan, other business accounts and personal accounts

Favorite thing about INB: Established presence, friendly, personal service

How was he reached? Personal connection

How do you reach more like him? Events at The Trails and OU sporting events. Possibly Chamber Events, but his priority is on recreation when he and his wife have a sitter.

What media does he interact with? Uses Google as a search engine, listens to podcasts, will read emails if the subject line piques his interest. Only watches TV for weather reports. No commercial radio.

What is INB doing right?  
Friendly, personable, offers personal connection.

Marketing to "Millennials" (end cap: age 38 in 2019): Reach them digitally with websites and microsites/landing pages, podcasts. They value customization and choice, as well as connection.

Content suggestions: Email campaigns, sponsored advertising at OU games, podcast or YouTube channel content, white papers geared towards loans meant to ease business transitions or other white papers that position INB as a thought leader for business financing and saving for the future.

Content statements: "We're partners."

Mike's voiced hesitation about INB: Onboarding for new accounts, ease of use, interest rates (admits that he values service over this in the end)



## 02 CUSTOMER PERSONAS

### BUYER PERSONA #4: "SARAH"



"Sarah" is a 61 year old grandmother of two with a bachelor's degree who runs a small business and takes care of her elderly mother. Time is at a premium, and her personal income isn't huge after business expenses. (\$31,000.00)

Between caretaking and running her business, "Sarah" doesn't have much spare time, but what little she has is spent at Thunder games, sporting events at OU or riding her motorcycle on extended trips once or twice a year. Her daughter was heavily involved with Sooner Theater and now works for Lyric; she attends shows there from time to time.

"Sarah's" closest advisors are her son (financial planner) and her ex-husband (lawyer). She had a business partner at one point but is now the sole operator of the business.



## 02 CUSTOMER PERSONAS

### BUYER PERSONA #4: "SARAH" [CON'T]



**Products with INB:** Business loan

**Future potential:** Personal investments, other business accounts; her influencers are also a target demographic and may become customers themselves due to "Sarah's" inverse influence on them, through her positivity.

**Favorite thing about INB:** "Has a "small town" feel but offers great professionalism and service."

**How was she reached?** Personal reference

**How do you reach more like her?** Ad time with OU sporting events, on KLOVE or local sports radio; some of the same measures that will reach "Jake" and "Mike" will reach her, via her son who is their age.

**What media does she interact with?** No time. Listens to KLOVE and local sports radio, attends OU games, uses Facebook to interact with family, uses Google as a search engine.

**What is INB doing right?** Loves that new services were added; likes having "one stop shopping"; would like to have everything at one place.

**Marketing to "Baby Boomers":** Most open to traditional marketing. Uses Facebook heavily but may only use it for personal relationships and not be receptive to ads. More likely to rely more on advisors than other generations. Very likely to be "sandwiched"; caring for grandchildren or parents. If a "Baby Boomer" has not been investing for retirement, they may be open to a number of products; they're also heavily reliant on credit cards. Very loyal; more likely to have multiple accounts with one institution.

**Content suggestions:** Radio ads (KLOVE, local sports radio), email campaign for new products, on site meet-and-greet events, Google ads, sponsored events, ad space, or halftime activities at OU sporting events. Text heavy, as opposed to images.

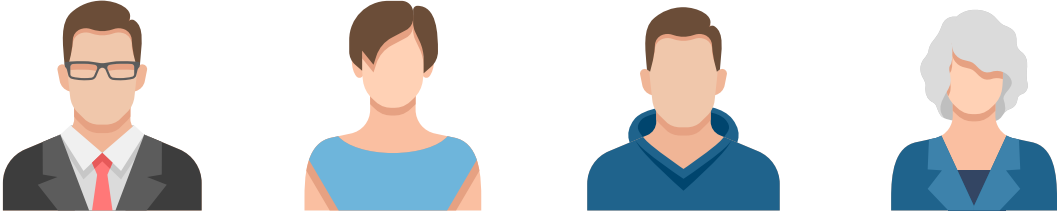
**Content statements:** "We value you." "You're important to our success."



## 02 CUSTOMER PERSONAS

| <b>APPLICATIONS OF MARKETING POINTS<br/>TO THE VARIOUS PERSONAS</b> | <br><b>MIKE</b> | <br><b>JENNIFER</b> | <br><b>JAKE</b> | <br><b>SARAH</b> |
|---|--|--|--|---|
| LANDING PAGE/GOOGLE SEO   | X  | X  | X  | X   |
| FACEBOOK POSTS/ADS  |  |  |  | X   |
| WEBSITE CONTENT LIBRARY [BLOG]                                      |  | X  | X  |   |
| LINKEDIN POSTS  |  | X  | X  |   |
| CHAMBER OF COMMERCE EVENTS  | X  | X  | X  |   |
| THE TRAILS OR OTHER GOLF CLUB EVENTS                                | X  |  | X  |   |
| 5K OR CROSSFIT SPONSORED EVENTS                                     |  | X  | X  |   |
| SOONER THEATER/NORMAN PUBLIC SCHOOLS/OU SPORTING EVCENTS            | X  | X  | X  | X   |
| EMAIL CAMPAIGNS/GATED CONTENT                                       | X  | X  | X  |   |

# 03 RECOMMENDATIONS



The buyer personas for First National Bank & Trust reflect a diverse group of individuals that have some important commonalities.

We would like to propose a marketing strategy that targets each demographic individually and focuses heavily on the areas of overlap, utilizing content that reflects the voice of First National and addresses persona concerns.

Implementing strategies that make use of the buyers' media uses of choice, utilizing the tone that employs language specific to each group and the First National personality that they have all specified appeals to them (friendly, small-town feel, personable) is the best strategy to heighten engagement while replicating the experience that attracted the buyers in question. New initiatives targeting similar prospects should yield positive results as well.

### **SUGGESTED STRATEGIES:**

#### *"Mike" and "Jake" Personas:*

Chamber events, OU athletics events, sponsored activity in 5ks, CrossFit events, email campaigns and white papers directed at entrepreneurs with mid to high level income (multiple income streams, coordinating financial support for multiple businesses), content library on website. Sponsored activity in local golf clubs.

Sample ideas for content: white papers/eBooks (both as gated content and part of the website content library) aimed at considerations for upwardly mobile young professionals with an entrepreneurial focus; "Financing Your Company's Second Stage of Growth", "Transitioning from Business to Business".

Use Millennial marketing statements: "We're partners".



## 03 RECOMMENDATIONS



### **SUGGESTED STRATEGIES [CON'T]:**

#### *“Jennifer” Personas:*

Chamber women’s group events, sponsored activity in local 5ks or 10ks, blog posts, Norman/Moore high school events, email campaigns, LinkedIn posts or sponsored groups, content library or gated content such as eBooks or white papers.

Sample ideas for content: Blog post discussing financial issues facing women owned businesses (look at Key4Women’s LinkedIn as an example, or the blog/website for NAWBO), eBook/white papers offered as both gated content and on the website’s content library (“Closing the Lending Gap for Female Owned Businesses”)

Use Generation X statements: “You’re different, and we respect that.” (Approach as a consultant.)

#### *“Sarah” Personas:*

KLOVE and local sports radio ads, OU or Thunder sporting events, Facebook content. (Son is an advisor and is the same demographic as “Mike” and “Jake”; many of the same strategies will reach him as well.)

Baby Boomer statements: “We value you; you’re important to our success.”

Sample ideas for content: Facebook posts, email campaigns targeting retirement account disbursement and continued investments for post-retirement years



## 04 SUMMARY

In order to drive the move away from a “Saks Fifth Avenue” feel for INB, and capitalize on the already strong perception in the community of the small town feel with high level business service, focused content with language that reinforces that is necessary. That content needs to be dispersed to the right entities, on a regular basis, and utilize the right language, in order to capitalize on the buyer persona’s needs and INB’s ability to fulfill them.

INB has a real strength in the personal service department, and recreating this in digital format has the potential to increase their reach and effectiveness. “Brand Bullets” that keep messaging and INB’s style consistent throughout digital communication will replicate the elements that customers love.

An editorial calendar will keep contact with both prospects and customers regular and positive, and a content library with pertinent white papers and eBooks on the website will establish INB as a thought and direction leader for the demographics they desire, keeping prospects and customers engaged with them from the seeker side, as well.

In addition to the existing personas, we recommend a directed focus on another demographic that’s rising in the coming decade; women-owned businesses.

Women-owned businesses provide a growing segment of the entrepreneurial and small to mid sized business sector but they are markedly underfunded in comparison to their competition. One possible weakness of the “Small town Oklahoma feel” that INB has and cultivates is the potential to be seen as exclusionary to people of color or women; voicing expertise and directing a portion of marketing efforts towards these sectors could both gain new business in growing areas and help accomplish the desire to move away from the “exclusive club” perception problem voiced in the initial meetings.

The prospect of both widening reach and honing existing relationships while retaining and refining the INB personality and service scope is exciting, and can be worked toward with a few key pieces of content and strategy that we can help you put in place and grow over time.



## 04 SUMMARY

### RECOMMENDED ROLLOUT

A coordinated content rollout could begin with the build of a content library on the website (white papers and eBooks, hosted on the INB site) that serves a two-ended purpose; offering gated and non-gated content with the goal of gathering emails from non-customers and launching email campaigns to existing customers directing them to the website or offering exclusive eBooks or white papers focused on their personas' areas of need. Broad reach social media could be harmonized with each email campaign, along with blog posts and LinkedIn posts.

Content suggestion for this: two high level pieces of content directed at each persona, with correlating email campaigns and social media content pyramids. (Content pyramids are "packages" of content that relates and directs to a longer, primary content piece, i.e., eBook, blog post, etc.)

For every event in the community (sponsored 5k, golf tournament, ad time during Norman/Moore high or OU events), content pyramids could be constructed for either or both before and after commentary.

Ongoing marketing editorial calendar planning is essential for continual engagement. Day Creative can coordinate quarterly content editorial calendar planning with both community event participation and planned rollouts of new products or search for specific business segments.

### DELIVERABLES

An initial 2 pieces of high level content for each persona segment for an online content library, followed by 2 pieces of high level content per quarter for each persona segment along with coordinated social media content pyramids and email campaigns and negotiated additional content pyramids for instances of community involvement and hosted events. A content style guide with copy "Brand Bullets" for each persona and general targeted demographics, along with templates for email campaigns and content pyramids can also be included, for internal use to maintain focus with branding.

