

Strategic Communication & Marketing

Virginia Bankers Association School of Bank Management 2020

Erin Black, MBA, APR

A dark blue, irregular, ink-blot-like shape with splatters on a white background. The shape is roughly circular but has jagged, organic edges. It is surrounded by a light blue-grey mist or splatter effect that fades into the white background. The word "Welcome" is centered within the dark blue shape in a white, sans-serif font.

Welcome



Erin Black, MBA, APR

My Worldview

- Family
- My Priorities
- Government Career
- Banking Career
- Dr. (*coming soon!*)
- Seriously, I'm Fun.



Overview

- **Brand**
- **Strategy**
- **Crisis**
- **Action**

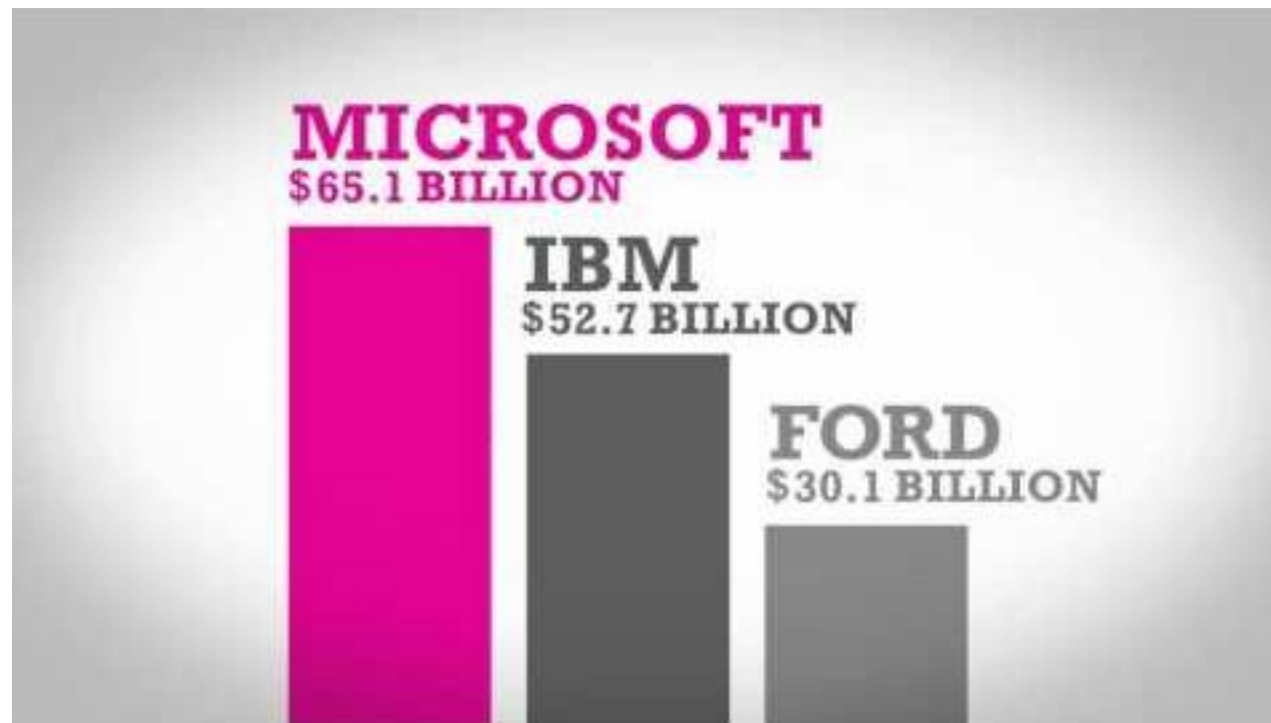
Points We Won't Discuss

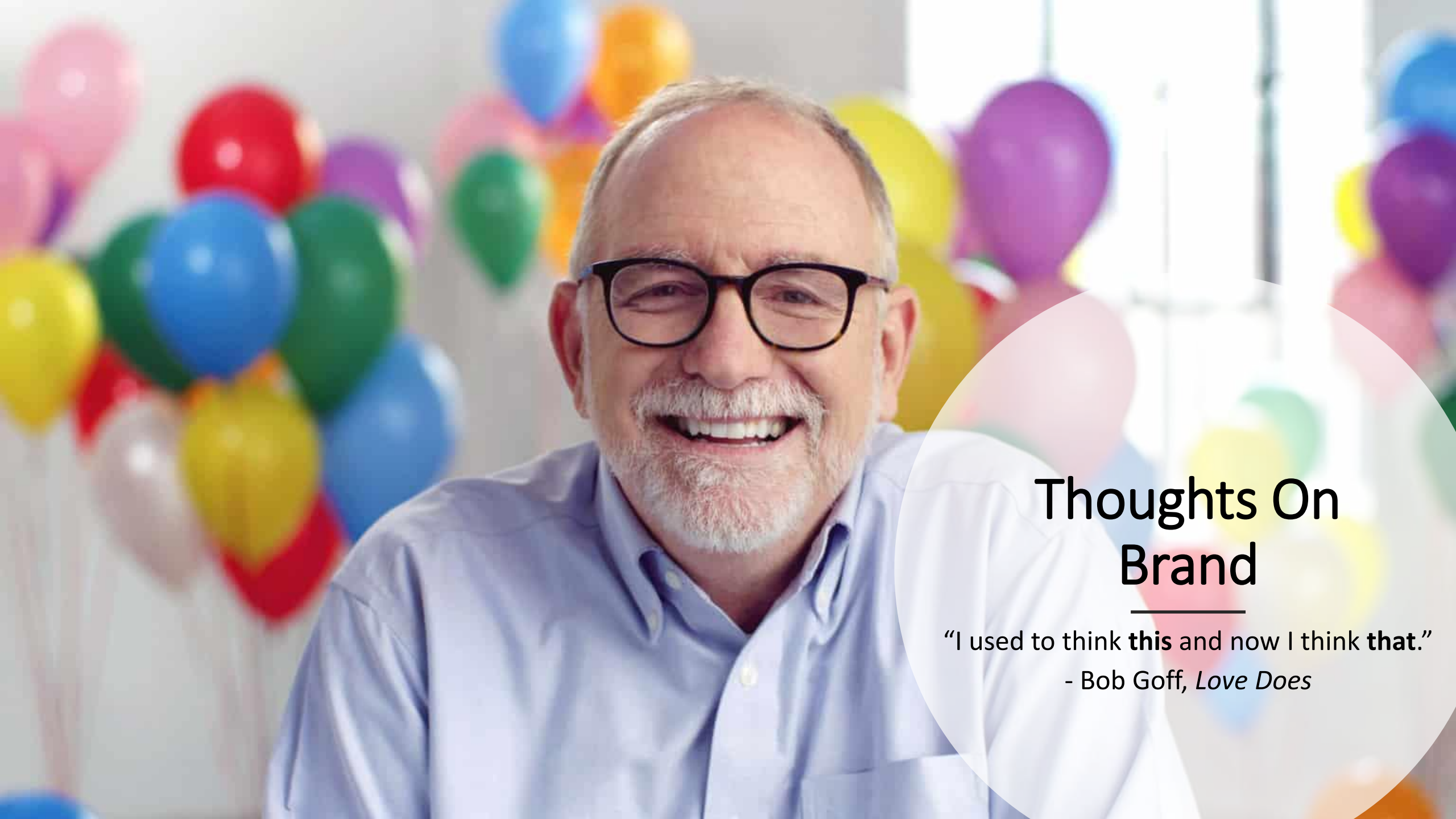
I'm not here to teach you **HOW** to be a marketer, but rather how to **CONTRIBUTE** fully to your bank's marketing effort.

A large, dark, irregular ink blot with the word "Brand" in white text in the center. The blot has a textured, splattered appearance with various shades of dark gray and black. The word "Brand" is written in a clean, white, sans-serif font, centered within the blot. The background is white with some faint, scattered ink splatters around the main blot.

Brand

What is a brand?





Thoughts On Brand

“I used to think **this** and now I think **that**.”

- Bob Goff, *Love Does*



How Effective Is Your Brand?



Jeff Bezos, CEO
Amazon

A BRAND
for a company

IS LIKE
A REPUTATION
for a person.

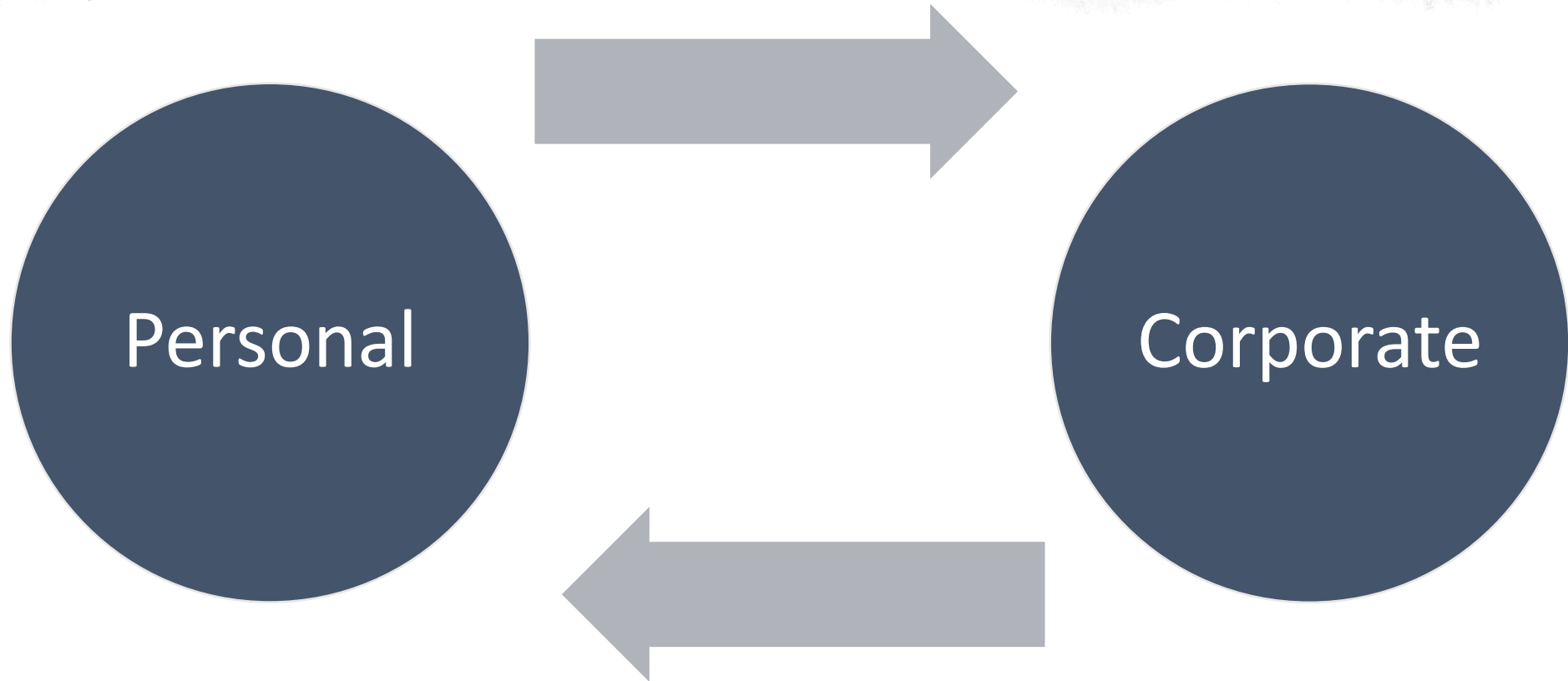
YOU
EARN REPUTATION
by trying to

DO HARD THINGS WELL.

Brand Breakdown

Personal

Corporate



Corporate Brand





How Do You Contribute to Your
Corporate Brand?



How Would You Describe Your
Personal Brand?

“I didn't learn
to be quiet when
I had an opinion.
The reason they
knew who I was
is because
I told them.”

—Ursula Burns, Xerox
Chairman & CEO

**BLACK
ENTERPRISE**



LinkedIn

The Ultimate Cheat Sheet

A Visual Guide To Achieving
LinkedIn Profile Perfection in 7 Steps

1 The Perfect Profile Blue Print

There are more than 350 million professionals on LinkedIn. To stand out, you need to pay great attention to creating a profile. In this section, you'll learn how that's done.

Headline 120 characters

This is the most important aspect of the profile! Be succinct, creative, and include key terms that make it easy for others to define your industry and your role within.

Name

Include your first, last, and middle name (if applicable). This is not the place for nicknames or humorous references to job titles (such as "sales rockstar" or "developer ninja").



James Eaton

Award winning Sports Psychologist who works with some of the best sports people in the UK.
Southampton, United Kingdom | Sport

Add your industry to be more visible to searchers.

487 connections

URL

Customize the LinkedIn URL to make it easy for people to find you.

Find your unique URL in the light-grey box below your name. Click the edit button and revise.

linkedin.com/in/jameseaton

linkedin.com/pub/james-seaton/7342/7864

Profile Photo

First impressions matter during business meetings and when people see your profile picture.

Consider your industry in addition to potential consumers and peers to select the appropriate headshot.

Dos and don'ts of LinkedIn profile photos



Do's
Get a professional photographer. It's worth the investment. Includes use of professional lighting and equipment.

Look personable
No one wants to give a cold stare. This photo should be personable and friendly.

Use most of the frame
Your face should be centered. Don't be too close to the camera. Use the photo to your advantage.

Choose a familiar picture
Keep the photo true to life. If you wear glasses, have a beard, or other features, make sure the photo accurately represents you.

Keep the background neutral
Avoid busy backgrounds. Choose a neutral and clean background.



Don'ts
Be professional. LinkedIn is not a place for casual photos. Avoid anything that might be considered inappropriate or unprofessional.

Balance formality
Don't be too formal. Don't be too casual. Find a balance that is professional and personable.

Leave little out
Be a role model. Don't leave anything out of your LinkedIn profile picture.

Keep the background neutral
Avoid busy backgrounds. Choose a neutral and clean background.

Keep the background neutral
Avoid busy backgrounds. Choose a neutral and clean background.

14 TIMES MORE PROFILE VIEWS!



Education

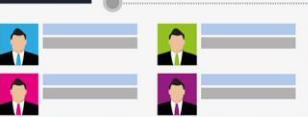
Education/Degree 100 characters

University of Hertfordshire
Sports Science BSc - Specialising in physiology & biomechanics
2001 - 2005

Education Description 1000 characters

The education section is more critical for more entry-level job seekers, remember that displaying your academic background will usually be required to gain entry in LinkedIn Alumni Association-oriented groups, which can be important for networking purposes.

Connections



Connections

Aspire to make (at least) 300 connections. However, limit the number of connections (to under 3,000) to keep use of the platform practical.

Be strategic in making connections with coworkers, peers in your industry, and present and past clients and customers.

Groups



Groups

Join groups to maximize LinkedIn's networking potential and utilize the ability to contact other group members.

Why You Should Complete Your Profile

Users with complete Profiles are 40 times more likely to receive opportunities through LinkedIn.



All Star

Expert

Advanced

Intermediate

Beginner



51%

Only 51% of LinkedIn users have 100% completed profiles

All Star Rating Checklist

- ✓ Your industry in headline
- ✓ Current Position (with a description)
- ✓ Two Past Positions
- ✓ Your Education
- ✓ Your Skills (min of 3)
- ✓ Profile Photo
- ✓ 50 Connections

The search algorithm seeks and displays results in this order:

- 1 Profile Completeness (100% only)
- 2 Connections in Common (shared)
- 3 Connections by Degree (1st, 2nd, 3rd)
- 4 Groups in Common (shared)

Make sure your profile is complete. If your information is incomplete, you will be invisible regarding searches, which is counterproductive and contrary to using the social platform.

The main reason to complete your Profile is to ensure that you will appear in LinkedIn search results.

Background

Background

Write a succinct description, including your present and future business ambitions. Add other points of contact, including mobile number, Twitter URL, email address, etc.

Adding media to your summary supports credibility. Provide links to videos, webinars, podcasts, blog posts, and more. Be precise in describing past and current job descriptions. Keep it positive and highlight your skills and accomplishments.

68% of LinkedIn members use the platform to reconnect with past business associates.

Avoid using buzzwords and remember to show (versus tell) about your skills and talents. For example, rather than stating you're a "great salesperson," mention awards received or remarkable sales metrics achieved.

66% Add and update projects you've worked on. 60% of companies will hire based on experience.

Use this as a portfolio of your best work so you can back up your skills that you claim to have.

Skills & Endorsements. Add skills that define your professional role, experiences, and contributions. This attracts those who can validate your admitted skills and make recommendations based on your skillset.

13 TIMES MORE PROFILE VIEWS!

2

Getting your images size right

To maximize your presence, optimize your images. Here is an outline and description of every opportunity to ensure you make the most of included images.



Personal Background

1400 x 425

Image Guidelines

Between 1000 x 425 and 4200 x 4000 pixels
Maximum size 4MB
JPG, PNG or GIF files only

Profile Photo

400 x 400

Image Guidelines

Between 400 x 400 and 20K x 20K px
Minimum 200 x 200 pixels
10mb maximum file size
JPG, GIF or PNG files only

400 x 400

1400 x 425

100 x 60

970 x 240

646 x 220

Standard Logo:

100 x 60

Image Guidelines

100 x 60 px (resized to fit).
Maximum 2 MB.
PNG, JPG or GIF.

Upload your brand/company's logo. Make it look professional and attractive so other members are enticed to follow and engage your business.

Hero / Career Page Photo:

970 x 240

Image Guidelines

Minimum 970 x 240 px
Maximum 2 MB.
Landscape Layout.
PNG, JPG or GIF.

At the top of this page sits a banner that is bigger than any of the other images on LinkedIn. You can use this space to choose a picture that speaks to your company in order to attract some great potential employees.

Banner Image:

646 x 220

Image Guidelines

Minimum 646 x 220 px
Maximum 2 MB.
Landscape Layout.
PNG, JPG or GIF.

Banner images are one of the newest and most prominent, and appear when a user visits your brand's homepage. If visitors are actively searching for your brand, you'll want to make a great impression.

Square Logo:

150 x 50

Image Guidelines

50 x 50 px (resized to fit).
Maximum 2 MB.
PNG, JPG or GIF.

This is the brand image that shows up when your company is searched. Make sure you use something recognizable to your brand to make sure customers know which company they want to click on.

6 Quick LinkedIn Tips To Do Today

Here are bite-sized tips to implement right away to improve your profile and make it more visible to peers and potential consumers.

The best times to post on LinkedIn:
Tuesday and Thursdays, between 7am and 9am local time.



Evernote & LinkedIn integrate. Organize biz cards, LinkedIn info, & notes in one place.



Your profile is 5 Times more likely to be viewed if you join and are active in groups.



Looking for a new job on LinkedIn?
Don't let your boss know; turn off your activity broadcasts.

Censor yourself.
If you wouldn't say it in a job interview, don't say it on a LinkedIn.



Endorse people you respect. Send a thank you message when someone endorses you.



20 LinkedIn posts per month can help you reach 60% of your unique audience.



Use your LinkedIn profile as a sales tool.
Add a short video about your company to your profile.

LinkedIn users who update their profiles regularly get more job offers.



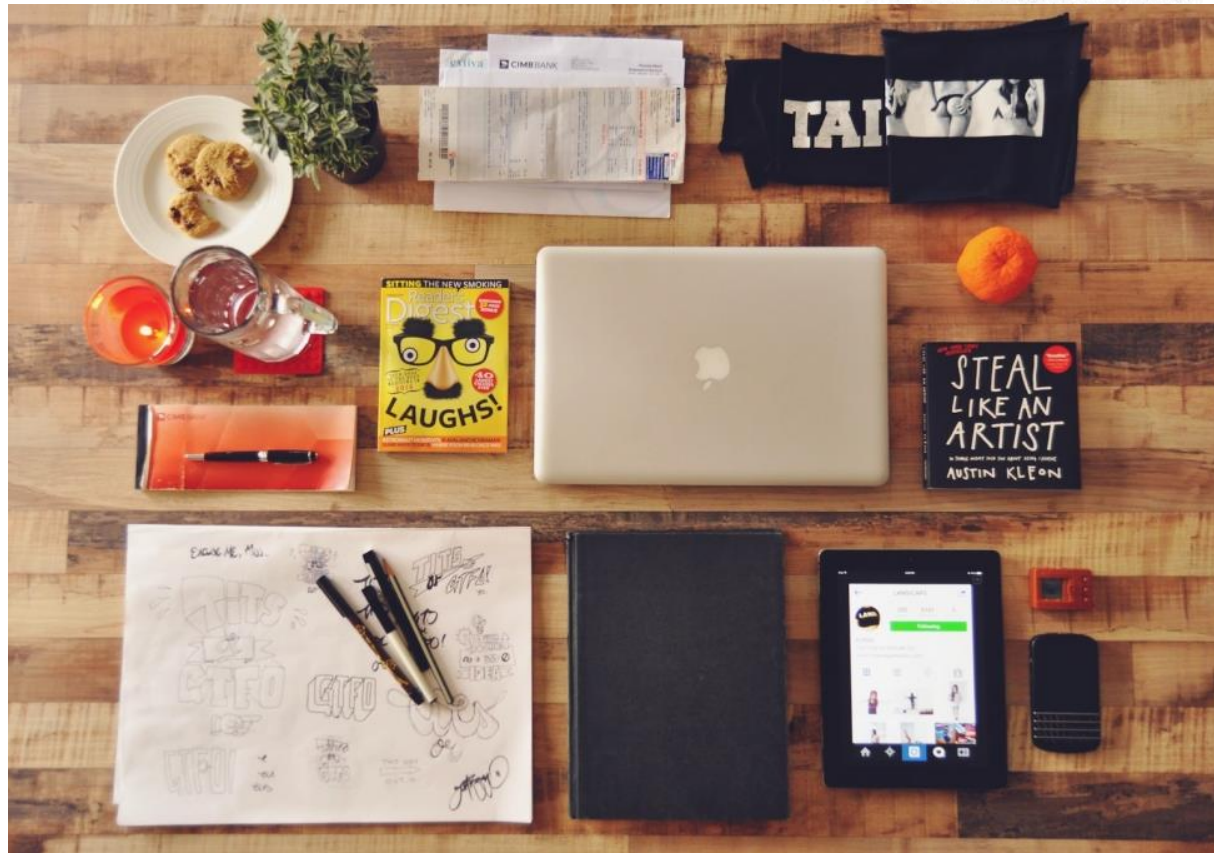
Find your voice.
Publishing posts is a great way to showcase your professional knowledge, position yourself as a thought leader in your industry.



Creative
Strategic
Innovative
Organizational
motivated
Extensive experience
Expert
Passionate
DRIVEN
DYNAMIC
track record

Avoid profile buzzwords, such as "creative" and "motivated." Minimize adjectives. Emphasize verbs.

What's On Your Desk?




What Are You Posting on Facebook?



How Are You Interacting with the World?





How Would You Reshape Your
Personal Brand?



Strategy

Differentiating the Components of **Marketing**



- **Marketing** - The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have **value** for customers, clients, partners, and society at large.
- **Public Relations** - Public relations helps an organization and its publics **adapt mutually** to each other. Public Relations broadly applies to organizations as a collective group, not just a business; and publics encompass the variety of different stakeholders.
- **Advertising** - Advertising is the attempt to **influence** the buying behavior of customers or clients with a persuasive selling message about products and/or services.
- **Strategic Communication** - Strategic communication is oriented towards **orchestration** and synchronization of actions, words and images in order to achieve the desired effects.
- How Does **Brand** Fit In?

MARKETING



Defining Modern Day Marketing

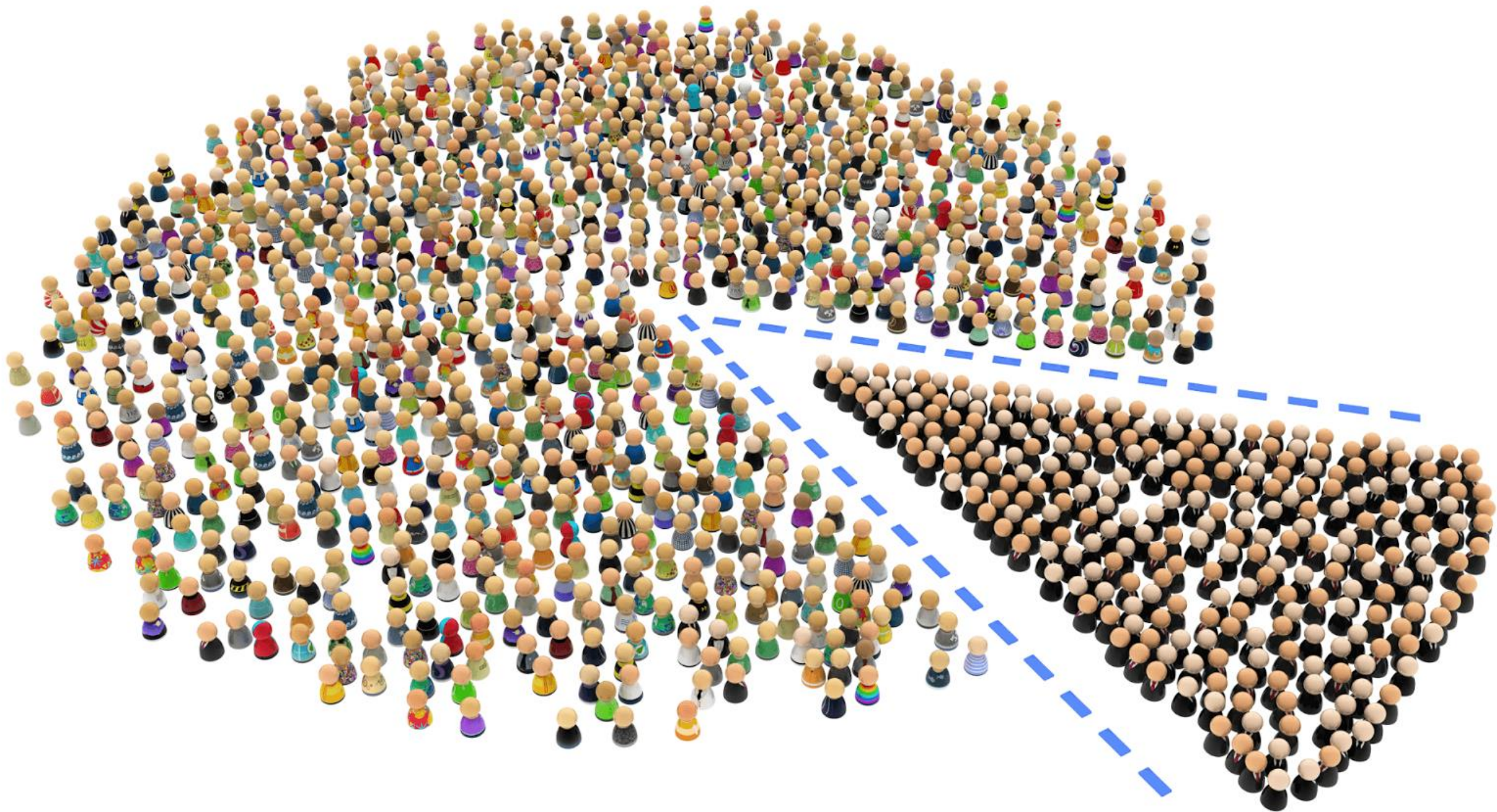
Modern marketing takes traditional marketing's principles and frameworks and reshapes the process so we can more quickly adapt to change . It's an approach that must be **user-centered**, iterative and built for continuous learning.

Types of Marketing

- Content Marketing
- Affinity Marketing
- Event Marketing
- Email Marketing
- Digital Marketing
- Social Media Marketing
- In-Brand Marketing
- And The List Goes On...







The new world of banking

OLD WORLD

Long established products & services delivered through physical distribution and traditional sales & marketing



Branch Network



Traditional Products



Trust

Drivers of Purchase

NEW WORLD

A new customer experience driven by digital capabilities, convenience and alignment to lifestyle needs and interests



Real-time Customer Engagement



Open Banking



Distinctive Omnichannel Experience



Perceived Convenience



Socially Engaging

SOURCE: Acxiom © November 2019 The Financial Brand



**IF I HAD EIGHT HOURS
TO CHOP DOWN A
TREE, I'D SPEND SIX
SHARPENING MY AXE.**

Abraham Lincoln

PICTUREQUOTES.COM

There's No Excuse.



<https://youtu.be/W4WeYSqhwqQ>

The Marketing Strategy

The image features a thick, horizontal band of dark blue watercolor paint that spans the width of the frame. The paint has a textured, slightly irregular edge, giving it a hand-painted appearance. The background is a clean, bright white. Centered within the blue band is the text "We Need A Plan." in a white, sans-serif font.

We Need A Plan.

Strategic Questions We Ask.

- What is the **goal**?
- What is the **purpose**?
- With whom will we **connect**? (Who are the people like us?)
- What **message** will we share?
- What **action** will the audience take?
- What **impact** will this have?

Essential Elements

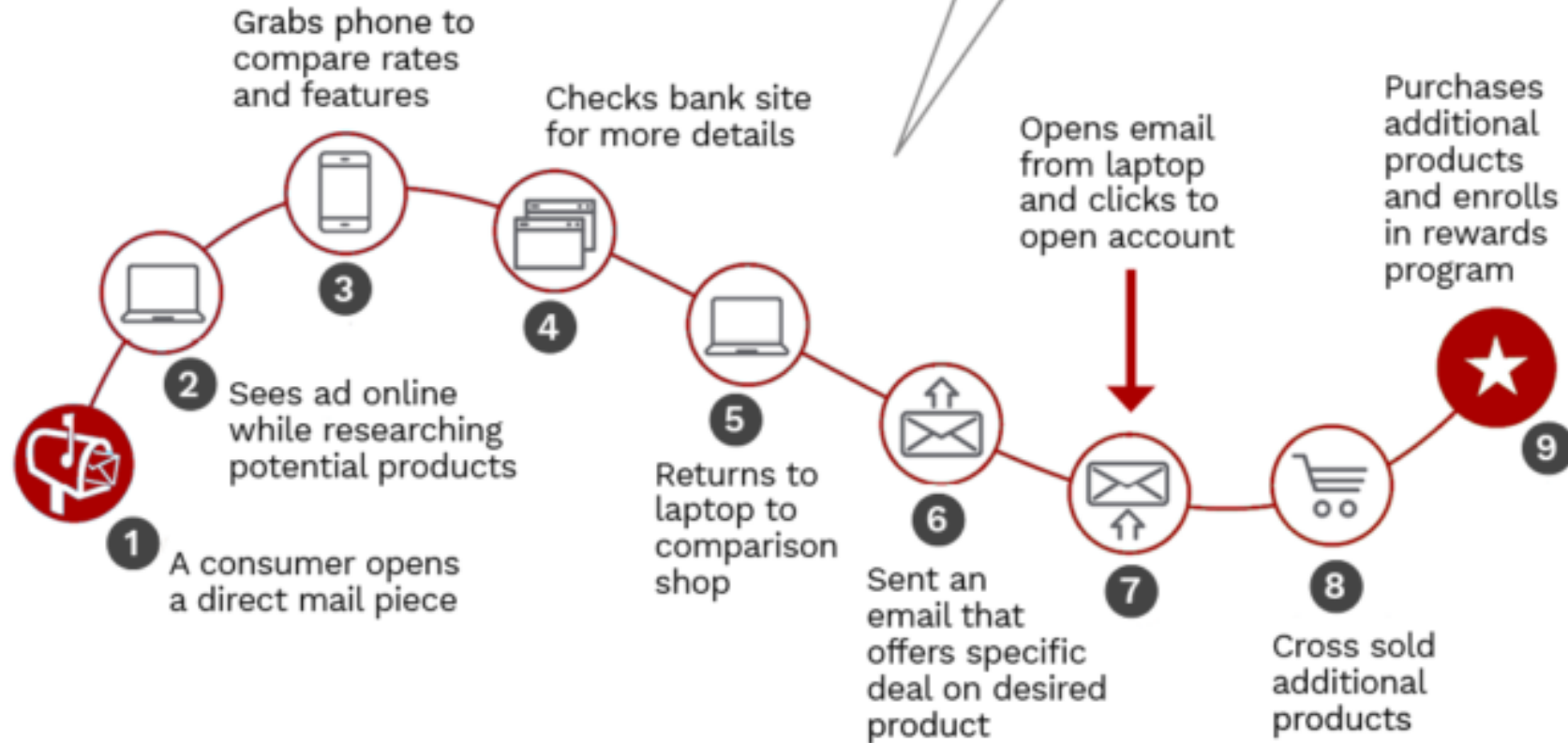


But That's Not All...

- Public Relations Strategy
- Crisis Communication Strategy
- Employee Communication Strategy
- Customer Communication Strategy
- Social Media Strategy
- Marketing Risk Strategy
- And the list goes on....



Multi-touch attribution required across the customer journey





How Can YOU contribute?

Hot Topics that Need a Plan Now

- COVID Recovery (Full Crisis Management Effort)
- Balancing AI & Customer Satisfaction (UX Plan)
- Discussion on a Cashless Economy (PR Plan)
- The Crushing of Millennial Finances (Product Plan)
- And More...

A large, dark, irregular ink blot with splatters on a white background. The blot is roughly circular but has jagged, uneven edges. It is surrounded by numerous small, dark splatters and a larger, lighter greyish-blue wash that fades into the white background. The word "Crisis" is written in white, sans-serif font in the center of the dark blot.

Crisis

A landscape photograph showing a dark blue foreground, possibly water or a field, with a white, hazy horizon line. The sky above is a clear, bright blue with a few wispy white clouds. The overall mood is calm and expansive.

The longer it takes to **address** a crisis,
the longer it will take to **end** it.

The Challenger Crisis



<https://youtu.be/Qa7icmqgsow>



Evaluate This Message.



I really do think that any deep crisis is an opportunity to make your life extraordinary in some way.

MARTHA BECK - QUOTESTATS.COM

With Your Personal Life In Mind....

What **crises** have you faced in the past 5 years?

With Your Own Bank In Mind....

What corporate **crises** have you faced in the past 5 years?

The Impact of Big & Small Crisis

A horizontal band of dark blue watercolor paint, with some lighter blue and white areas visible at the top and bottom edges, suggesting a brushstroke or a torn paper effect. The text is centered within this blue band.

Does Your Bank Have a Plan?

Elements of a Crisis Communication Plan

- Detailed Plan (Who, What, When, Where, How)
- Crisis Communication Team + Essential
- Key Messages
- Internal Communication Procedures
- Contacts & Regulatory Considerations
- Policies, Templates, & Other Existing Supplemental Materials



Wait, What About the Employees?

A horizontal band of dark blue watercolor paint, with some lighter blue and white areas visible at the top and bottom edges, creating a textured, painterly effect. The text is centered within this blue band.

What Can YOU Do In A Crisis?



Action



It's Time to Take Action



What Are Your Challenges?

- **Brand**
- **Strategy**
- **Crisis**

A horizontal band of dark blue watercolor paint, with irregular, textured edges, spans across the middle of the image. The paint is a deep navy blue, and the background is a clean, bright white.

Be a Problem Solver

You Are the Solution.



She Knows What She's Talking About





Let's Recap

- **Brand**
- **Strategy**
- **Crisis**
- **Action**

Your Home Study



Ask Questions

- **Bank**
- **Customers**
- **Co-workers**
- **Supervisors**
- **Ask Me.**