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IFI November Lunch

Is Your Marketing Reaching Your Audience?

Presented by: Josh Irons, CEO, River Avenue Digital

IFI
Insured Financial Institutions
Since 1948

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Today's Agenda

- ❑ Meet River Avenue
- ❑ You Need Digital Marketing & Here is Why
- ❑ Digital Marketing in Banking (Behind the Curve)
- ❑ Complimentary Digital Audit
- ❑ IFI Website Preview

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Marketing Strategy | Social Media | Email | Websites | SEO | Content Marketing | Digital Advertising | Branding

RAD helps businesses find new prospects and engage with current clients with a digital first approach to marketing.

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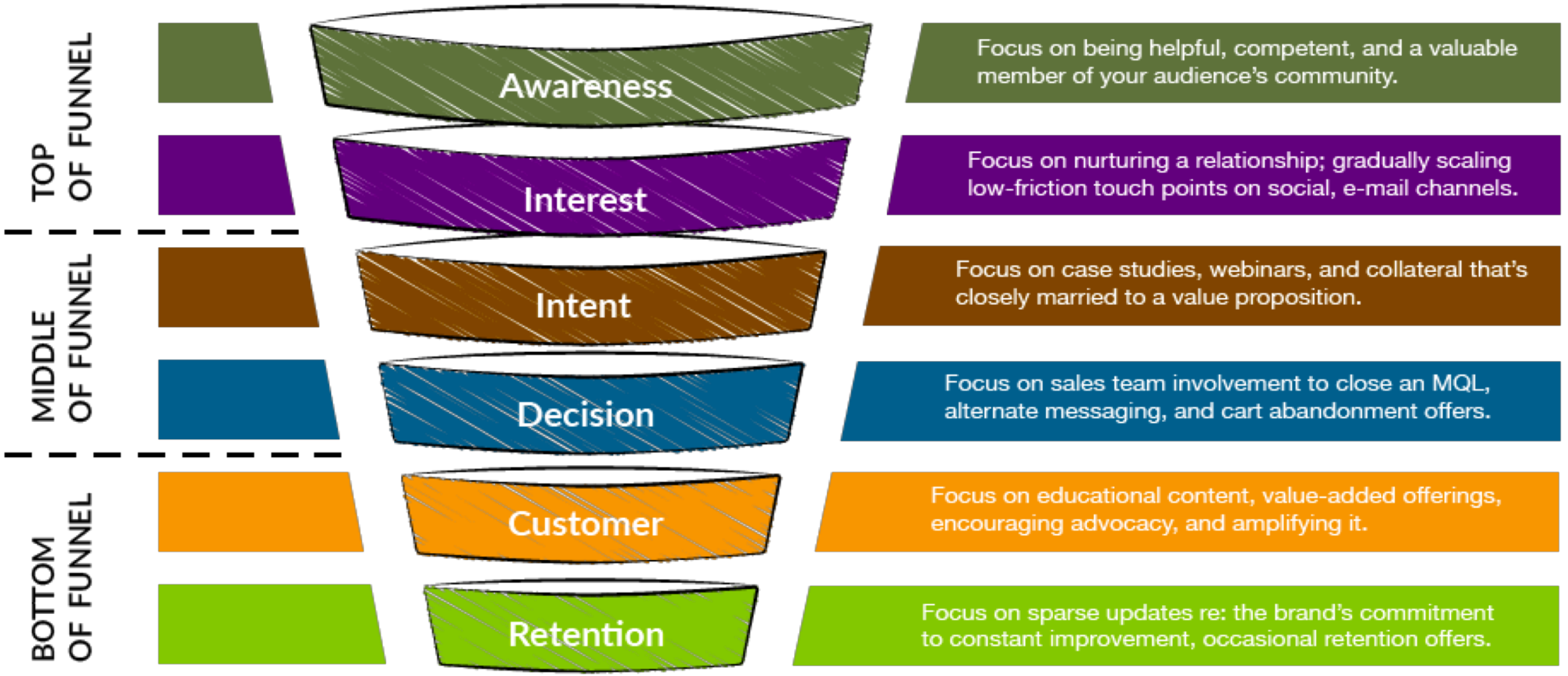
The Digital Marketing Blueprint



(Source: NorthCutt Marketing 2017)

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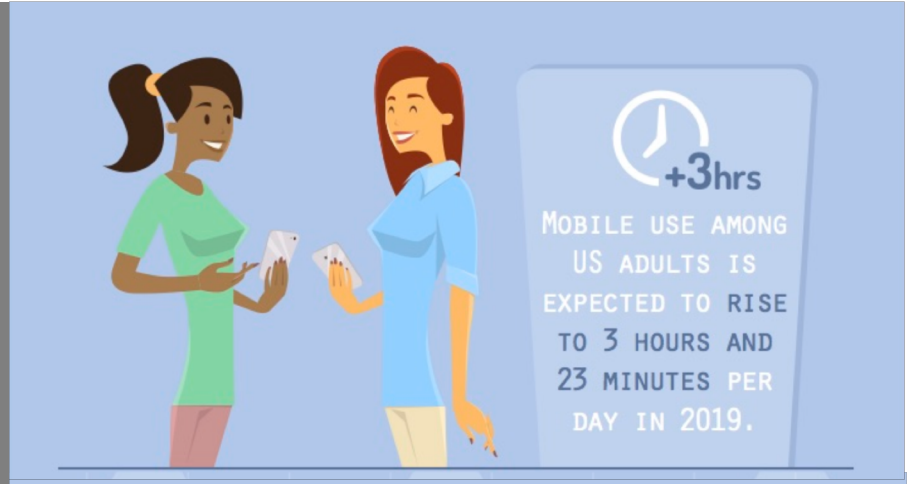

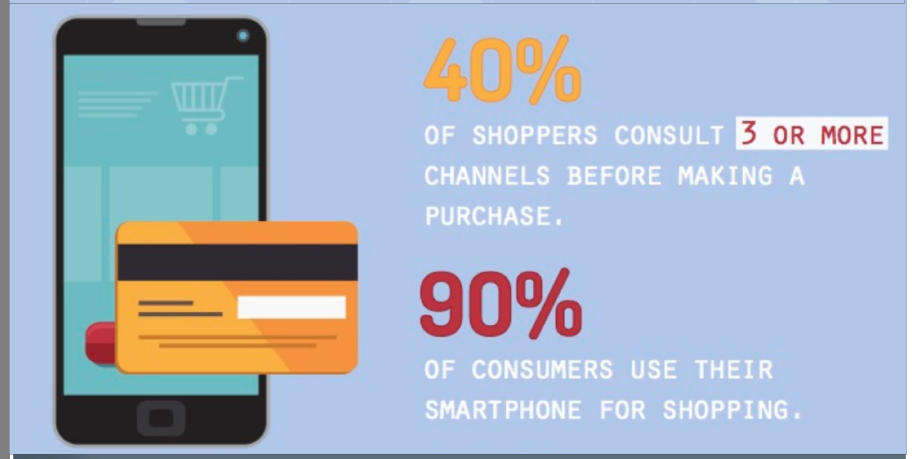

(Source: AdAge Mobile Marketing Trends (2017) & BlueAdz 2018)

The Scope is Massive

Worldwide, Every 60 Seconds this Happens

- 500 hours of YouTube Videos Uploaded
- 150,000 emails sent
- 448,000 tweets
- 66,000 photos uploaded on Instagram
- 3.3M Facebook posts
- 3.8M Google searches

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Banking is Lagging

- 75% of total marketing budget will go to digital marketing
- 15% of banks and credit union's total marketing budget will go to digital marketing

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(Source: https://www.digitalbankingreport.com/trends/2018-guide-to-financial-marketing/ & SalesForce 2017)

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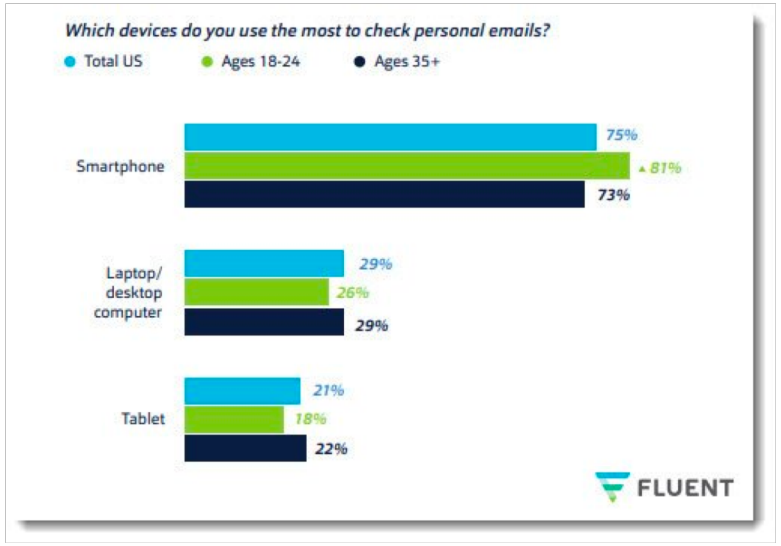
It’s all happening on the move (mobile)

- Consumers now spend more than five hours a day on their smartphones, and a recent AdWeek survey found 88% growth year over year in time spent watching videos on a smartphone
- Mobile searches for “best” have grown over 80 percent in the past 2 years (Google, 2017)
- 51% of customers say that they use mobile devices to discover new brands and products (BrightEdge, 2017)
- 69% of smartphone users also say that they are more likely to buy from companies with mobile sites that easily address their questions or concerns (BrightEdge, 2017)



(Image Source: Fluent & Thedma.org)

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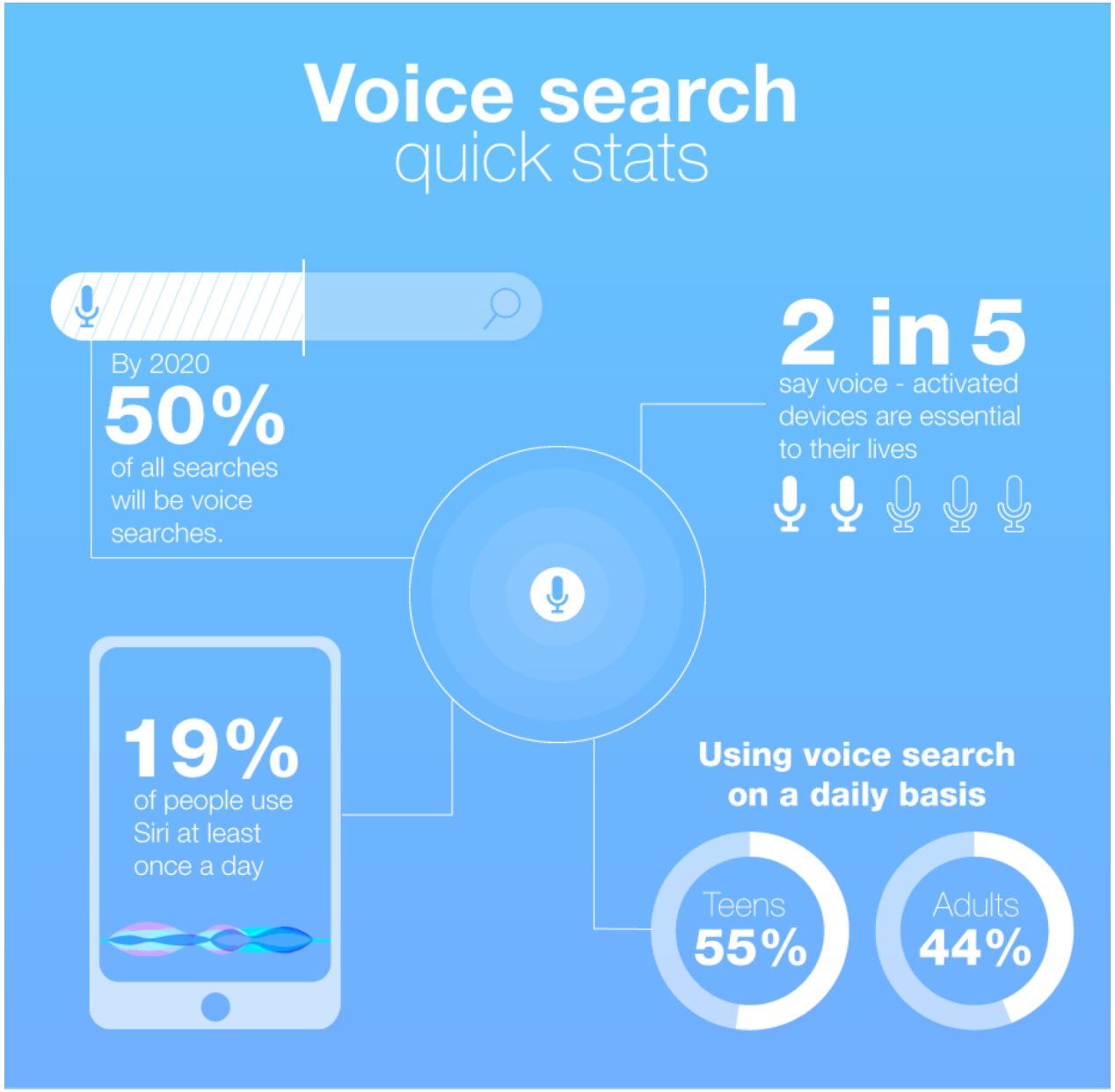
Are You Prepared for What's New & Next?

Voice search is a speech recognition technology that allows users to search by saying terms aloud rather than typing them into a search field. The proliferation of smart phones and other small, Web-enabled mobile devices has spurred interest in voice search.



(Source: Wix)

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30-Minute Digital Marketing Audit for IFI Members:

- ❑ We will review your digital footprint
  - ❑ Website Effectiveness
  - ❑ Online Content Including Social Media
  - ❑ Digital Messaging/Marketing Including Communications
- ❑ Suggestions
- ❑ Opportunities

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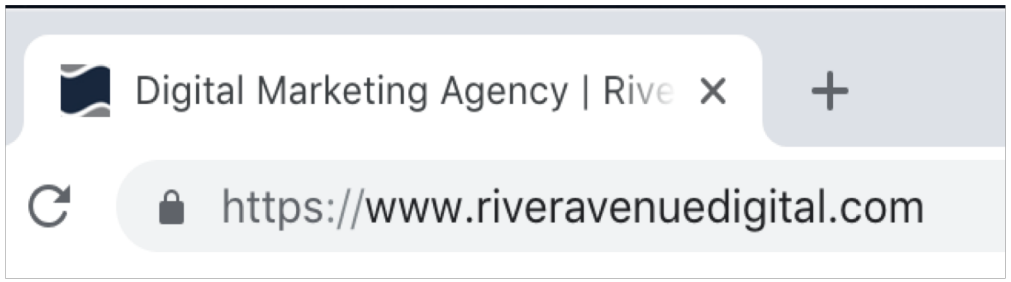
Stay on Top of What's New & Next

- ❑ **Follow Us on LinkedIn, Twitter, FB, Instagram, Twitter**
- ❑ **Check Out Our Blog**
- ❑ **Sign Up for Our Newsletter**



Josh Irons
Email: Josh@RiverAvenueDigital.com
Phone: 267.847.4262

Olivier Noël
Email: Olivier@RiverAvenueDigital.com
Phone: 610.233.9404

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