



AFSA Business Partner Webinar:

Mega Marketing Trends and Online Strategies in Lending

Presented By:

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SOURCELINK®

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Path Interactive Powered by SourceLink


SOURCELINK +  **Path** Interactive
DATA DRIVEN MARKETING



Let's find your ideal customer and inspire them to choose you

People need what you have to offer

As a full-service marketing agency, we'll bring you results by delivering the right message, at the right time, in the right place. Through print and digital, we'll tell them your story and motivate them to take action by combining the science of data, insights, strategy, and compelling creative.

Making millions of connections, one at a time.



At the beginning of the year, there are projections...

Five Innovation Trends in 2019

Top 7 Digital Transformation Trends In Financial Services For 2019

10 Hot Consumer Trends 2019

Top Trends In Financial Services For 2019

Consumer Credit Trends Report

2019 Alternative Financial Services Lending Trends Insights



Credit Marketing Responsibilities



Market Planning



**Customer Lifecycle
Supervision**



**Distribution/Channel
Management**

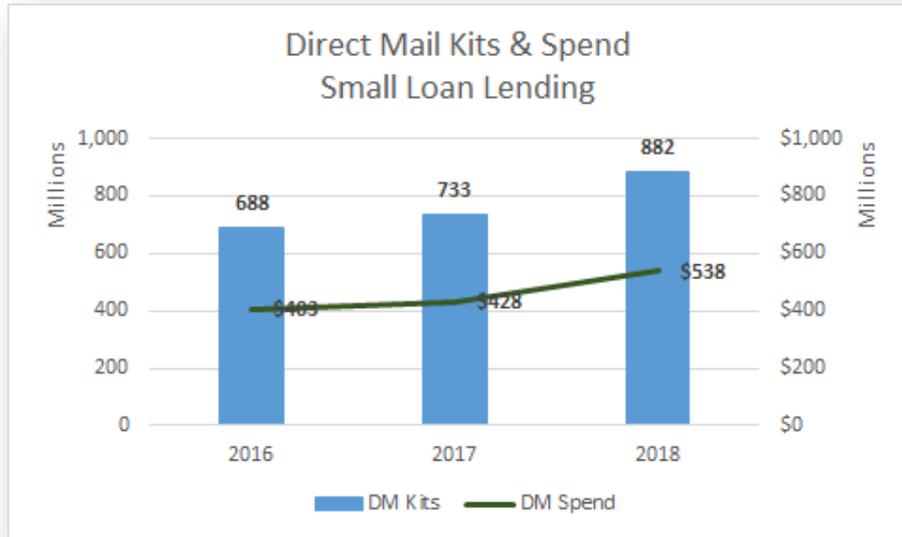
There are three mega trends that directly influence what credit marketers spend the majority of their time on



Mega Trend #1

Increasing Presence of Nontraditional Competitors

Direct marketing for consumer loans has increased

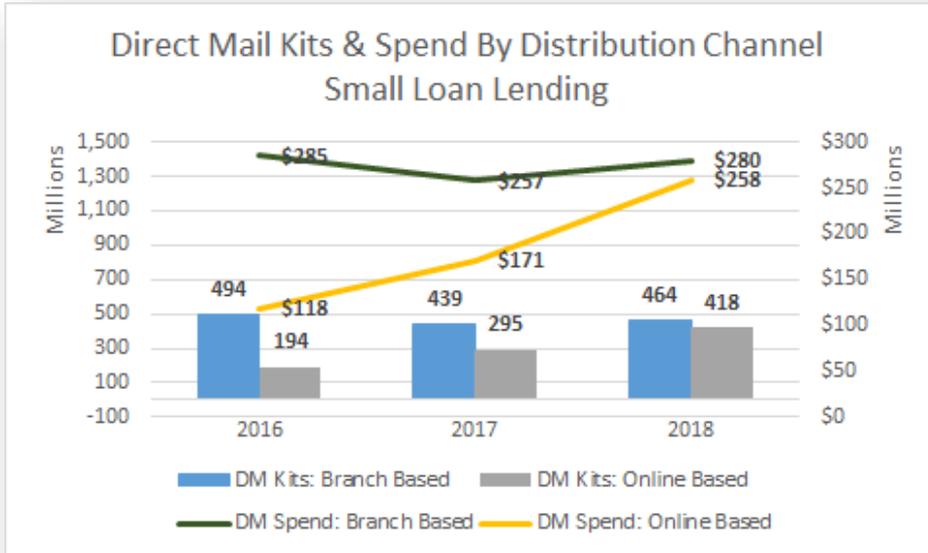


From 2016-2018, the number of direct mail kits and budgets have grown by per annum rate of 13% and 16% respectively

Note: Mintel/Comperemedia, loans offered less than \$10,000, excluding banks and credit unions



Yet, online lenders accounted for the majority of this grow



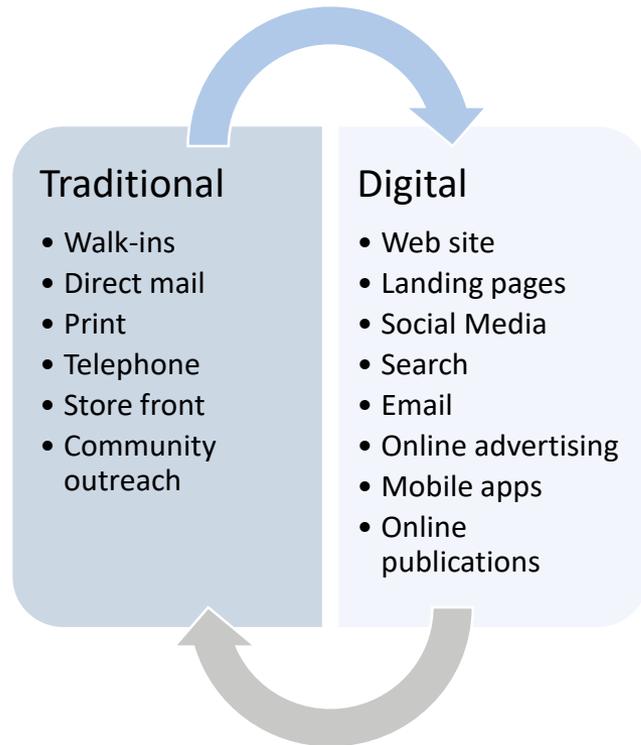
2016-2018 Per Growth Annum Rates

DM Kits: Branch Based	-3%
DM Spend: Branch Based	0%
DM Kits: Online Based	47%
DM Spend: Online Based	48%

Note: Mintel/Comperemedia, loans offered less than \$10,000, excluding banks and credit unions



Online lenders are now using both traditional and digital marketing



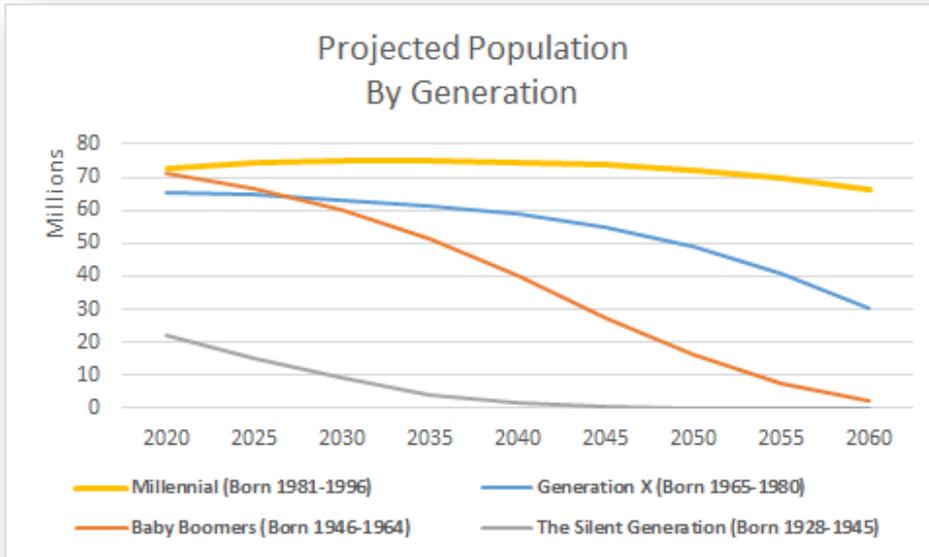
Very soon, there will be little to no distinction between online and branch based lenders



Mega Trend #2

Baby Boomers Retiring and Millennials Borrowing

In 2019, Millennials became America's largest population

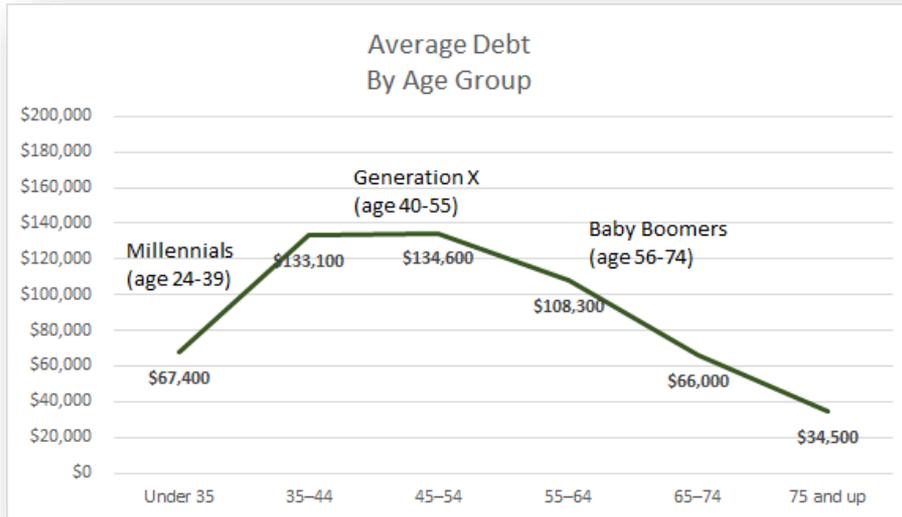


Millennials are at the beginning stages of forming families, and will significantly influence the economy for next several decades

Note: Census.gov, 2017 National Population Projections Tables



Millennial credit usage will double while others will decline

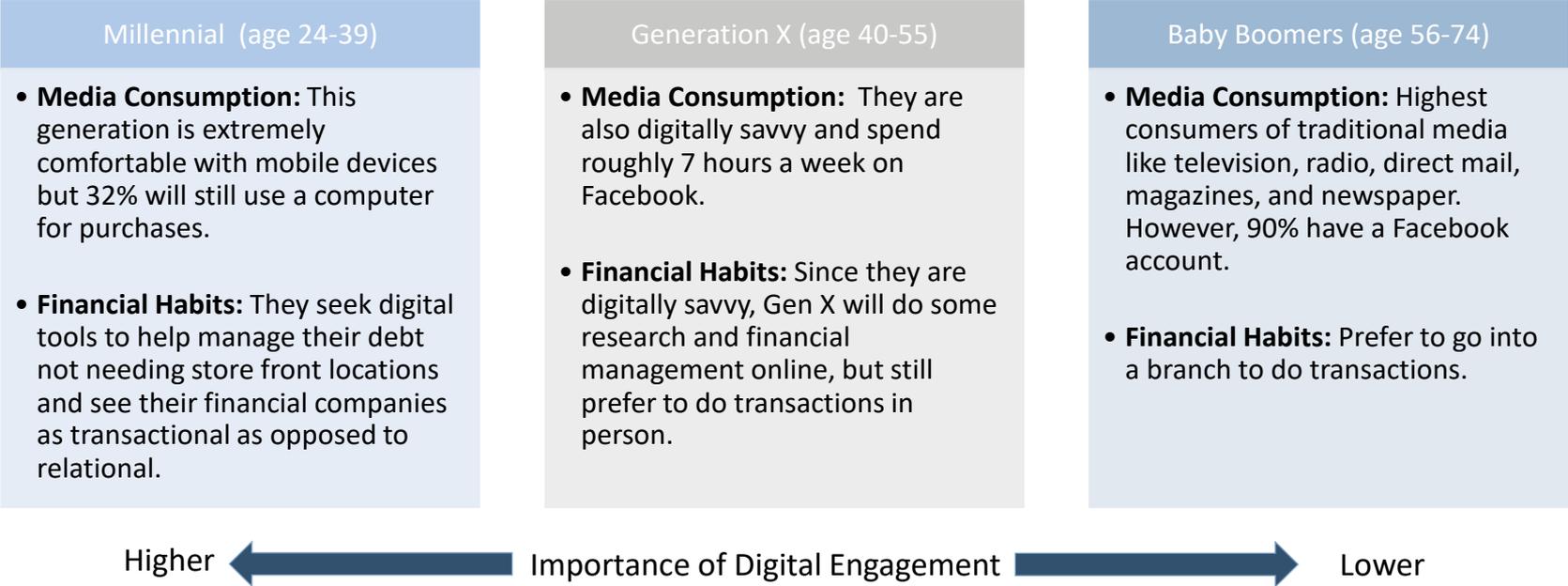


Lenders need to be prepared for the growth in the Millennial market while the other generational groups reduce their use of credit

Note: Federal Reserve's Survey of Consumer Finances, 2017



Each generation has their own unique way of shopping for lenders



Note: Kasasa, Alphabet soup: Boomers, Gen X, Gen Y, and Gen Z explained, May 16, 2018



Poll #1

Mega Trend #3

Marketing Convergence

What is marketing convergence?

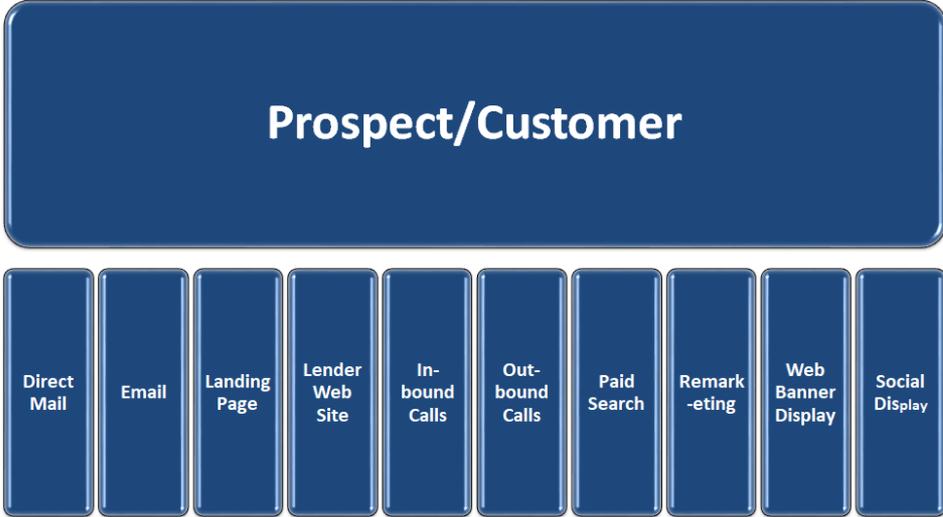
Marketing Convergence:

Is the orchestration of information, technology, marketing and design required to ensure that a lender presents an integrated, consistent, clear, and interactive message across all the media they use to a specific consumer or segment.



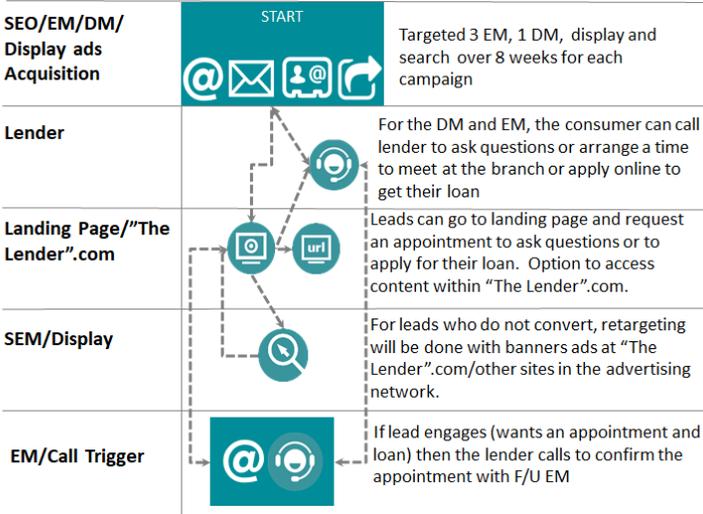
Today's consumers act across channels expecting lenders to do the same

Separate Swim Lanes



Vs.

Journey Map



Smart phones have become the focal point of marketing convergence

Today



Smart Phones replaced over 27 separate devices:

Internet Browser	Taxi Service	Health Monitor
Blackberry	Phone	Ipod
GPS & Maps	Sirius Portable Player	RSA SecureID
eBay/PayPal SecureID	WiFi SIP phone	Email reader
Nintendo DS	Digital camera	Flip Video Camera
WiFi signal locator	Amazon Kindle	Police Scanner
Radio	Travel Alarm Clock	Portable TV
Portable Voice Recorder	Calculator	Compass
White noise machine	USB Key	Laptop



Will lenders be ready for the next focus point of marketing convergence?

Today



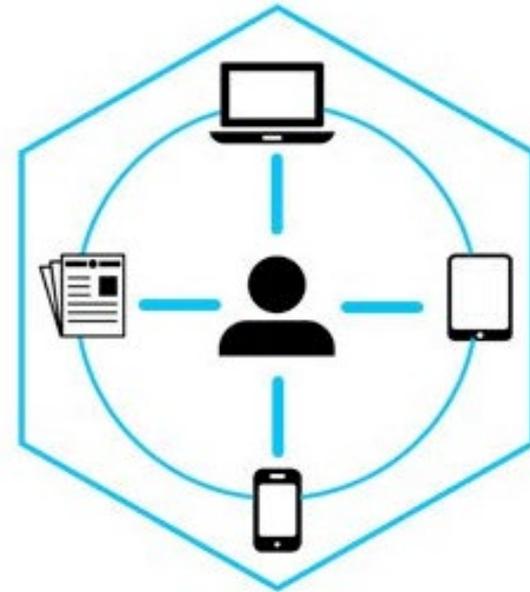
Tomorrow?



Here's How Lenders Can Address These Mega Trends

Is your digital communication aligned with your brand?

- Integrated overall look and feel online/offline
- Offline promotions supported across social, email, digital ads, website
- Products consistently represented
- Use the “customer voice”



Is your website optimized?

UX – is there a clear experience path (“user journey”)?

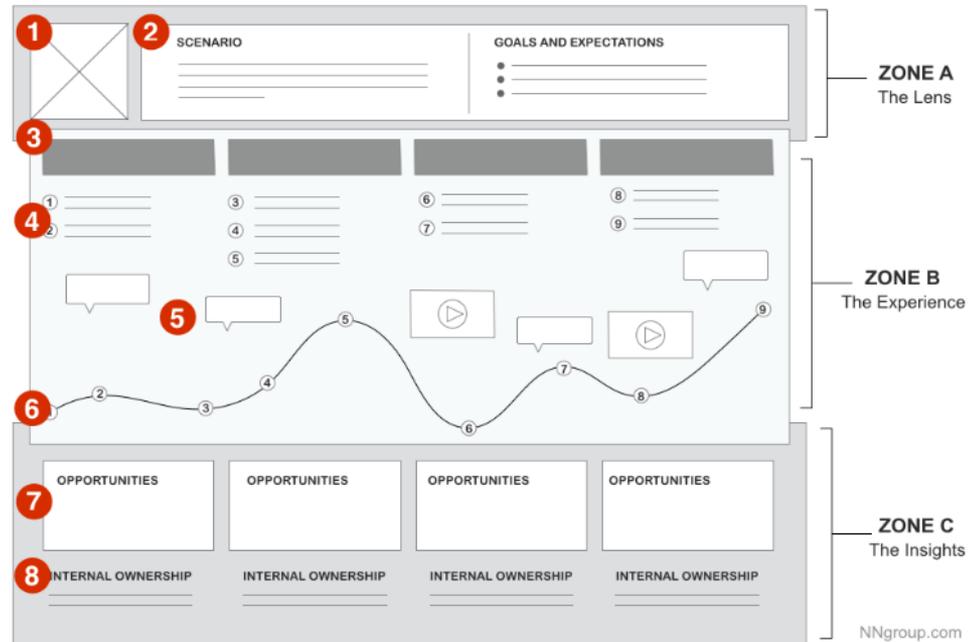
- Simple navigation
- Clear interaction goals

CRO – how easy is it for users to convert?

- Clear calls to action
- Short forms and purchase funnels
- Prefilled information

SEO – is your website findable in organic search?

- Content architecture
- Technical performance
- Optimized content



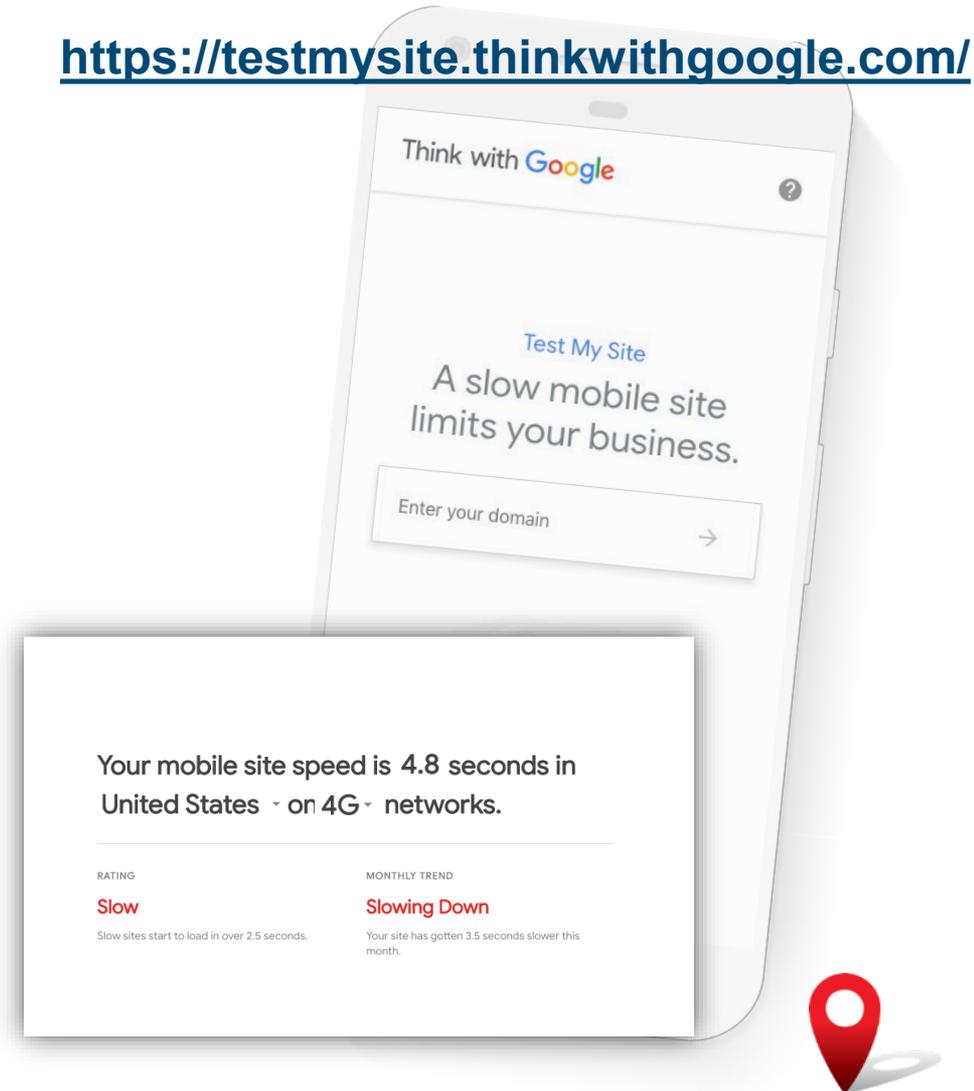
Have you checked your site speed?

By 2021, mobile commerce will represent the majority of ecommerce spending.

53% of mobile site visitors leave a page that takes longer than 3 seconds to load, but average display speed for Finance websites is 5.9 seconds ([source](#)). How to address:

- Compress images and text
- Use web fonts instead of custom fonts
- Consolidate tracking scripts using a tag manager
- Streamline website code
- Consider using a CDN
- Ensure easy mobile navigation and readable font sizes

<https://testmysite.thinkwithgoogle.com/>



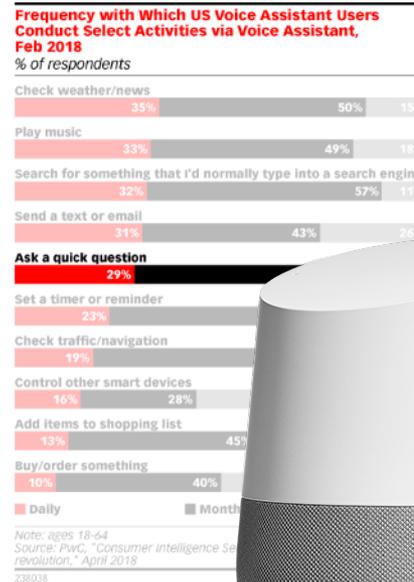
Is your site searchable for voice command search?

50% of all searches will be performed by voice search by 2020 (source: Comscore). Lenders can use voice search to engage consumers in the early phases of a consumer journey to drive discovery.

To win “position 0”, create content that’s prescriptive, detailed and easily digestible for native speaking.

Consider

- Conversational language
- Page structures
- Headlines
- Structured data
- Local SEO / business listing accuracy



Are you building expertise, authority and trustworthiness (EAT)?

Google pays special attention to [credibility signals](#) when surfacing “your money or your life” (YMYL) content in organic search results.

Financial brands must be conscientious about the information they proliferate, ensuring it showcases expertise, authoritativeness, and trustworthiness (EAT). Consider investing in

- Transparent content authorship
- Clear brand “About” content
- Content citations and references
- Reviews and reputation

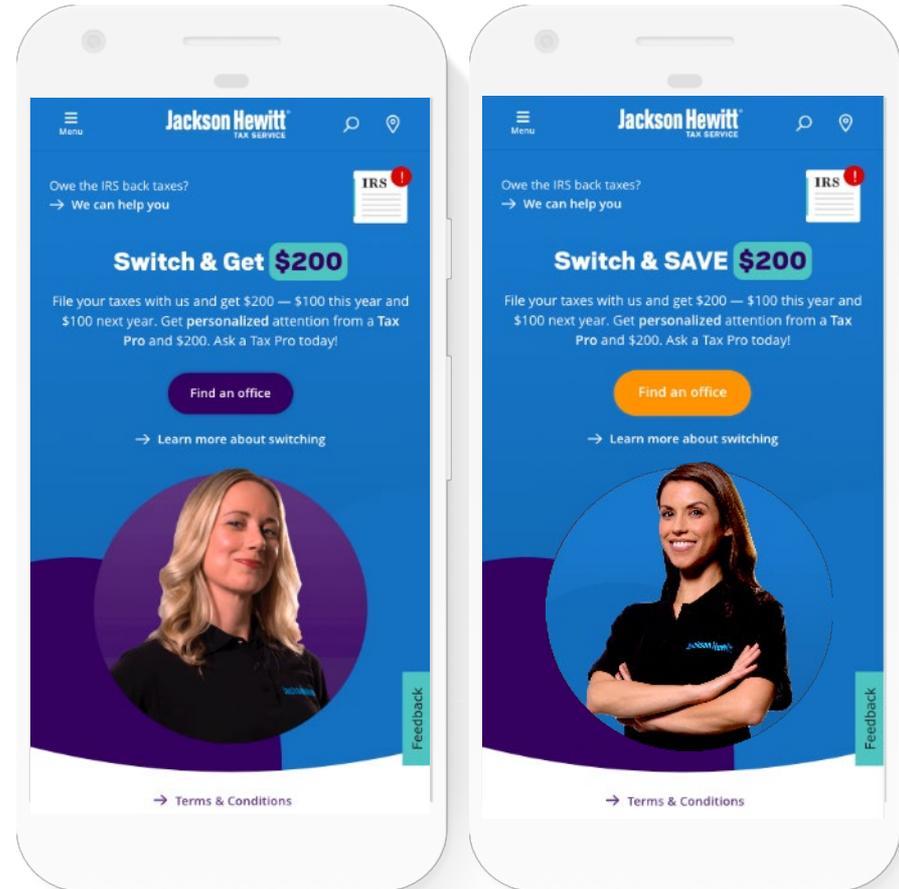
"Some types of pages could potentially impact the future happiness, health, financial stability, or safety of users. We call such pages 'Your Money or Your Life' pages, or YMYL.

Example: financial information pages that provide advice or information about investments, taxes, retirement planning, home purchase, paying for college, buying insurance, etc." - Google Search Quality Evaluator Guidelines, 2018



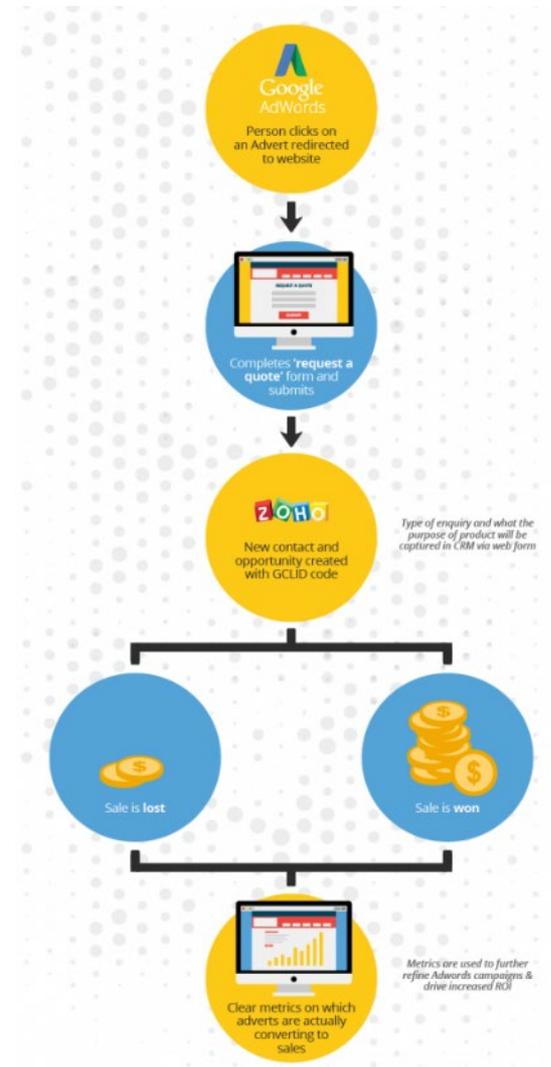
Do you have different landing pages for incoming response and conversion?

- Landing pages should be customized to advertising messages and/or personas
- Easily use Google Experiments to test variations and improve conversion rates:
 - Language
 - Imagery
 - Colors
 - Layout
 - Calls to Action



Can you directly measure the results of digital marketing efforts?

- Ensure analytics codes are accurately installed across all pages and domains
- Configure tracking for key lead acquisition points
- Use tracking phone lines for media/advertising campaigns
- Integrate CRM data to optimize against conversions (“closed-won”) rather than leads
- Set up conversion funnels to identify drop-off points
- Consider using a tag manager
- Create digital attribution model to effectively allocate budgets across channels



Poll #2

In closing....

“There is going to be more change in the financial services industry in the next 5 years than there’s been in the last 30 years”

Dan Schulman
PayPal CEO
November 2016



QUESTIONS?

THANK YOU

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Capabilities

In our world, data drives everything. We utilize data intelligence and an omni-channel approach to deliver optimal marketing impact and maximize ROI.



Strategy, Digital, & Creative

- Campaign development
- Web development
- Email marketing
- Content management
- SEO
- SEM
- Digital media
- Social media services
- Creative development (print + digital)

Data + Analytics

- Database marketing
- Customer intelligence
- Marketing automation
 - web-based workflow tools

Statement + Direct Production

- High-volume direct mail production + fulfillment
- High-speed color + black/white digital printing
- MICR printing
- eStatement + ePresentment + bill pay