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On The Mark

Helping **mark** organizations for success

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Five Things High Performing Marketing Teams do Better than Their Peers

The role of marketing teams is changing. A recent study – [The 2016 State of Marketing](#) – published by Salesforce Research indicates that high performing marketing teams are shifting their mindset and tactics, taking a more intelligent approach to stay ahead in changing times. These teams are moving away from marketing at customers and toward connecting every touchpoint into a cohesive customer journey. According to the study, these are the top five things high performing marketing teams do better than their peers, with tips from us on how financial institutions can apply them.

Adopt a customer journey strategy

The study defines the customer journey as all interactions customers have with a company's brands, products or services across all touchpoints and channels. High performing marketers are mapping these journeys to better understand what the buyer does and how she thinks along each step of the buying journey.

Financial institution application: Compare your brand's delivery channels. Do your marketing materials, website and branches all have the same look and feel? Also, study how easy it is for your consumers to find something (rates, loan products, checking information, etc.) on your website. Research what it's like to use your bank or credit union's mobile applications. In other words, look at how your consumers interact with your financial institution from their perspective.

Integrate the customer experience

By bridging the gap between marketing, sales and service, high performing marketers create a single view of the customer's buying (or in your case banking) behaviors and deliver a unified customer experience.

Financial institution application: Give your customers or members a memorable, unified experience at every touchpoint, be it phone, app, e-mail, online chat, text or in person. If a customer or member initiates an online chat about a loan, capture that conversation so it can continue if the consumer chooses to call or apply in person. Start creating a behavior profile for each consumer by documenting customer service issues, sales conversations and marketing interactions all in one system.

Invest in the latest technology

Top performing marketing teams are more likely to use marketing analytics and predictive intelligence, among other technology tools. According to the study, “72% of top teams will increase spending on marketing tools and technology in the next two years.”

Financial institution application: Before you invest in anything new, check your existing customer relationship management tools to see if you are maximizing their capabilities. If you are not, get advanced training. If you are, find out if plug-ins or updates are available from the manufacturer to help you build a more comprehensive customer profile. Then research the latest customer journey mapping tools to see where you can improve.

Align with business leadership

This is a tough one for some financial institutions, because marketing is often seen as an expense instead of an investment. “The world’s best marketing teams have buy-in from company leaders. As such, marketing budgets are more likely to be prioritized,” reads the study.

Financial institution application: Align every marketing initiative with an annual goal. Use your CRM and journey mapping tools to demonstrate how each initiative will help achieve those goals. Analyze results and provide solid data that justifies the money spent on the campaign. Getting buy-in from senior leadership means speaking their language. Numbers rarely lie.

Integrate marketing channels

Is your marketing strategy different from your mobile strategy which is different from your social media strategy? The study indicates that high performing marketing teams are about 3.5 times more likely to integrate e-mail marketing and five times more likely to integrate mobile marketing into their overall marketing strategies, compared to their lower performing peers.

Financial institution application: Integrate all marketing channels into one marketing strategy. Social media is marketing. Your website is marketing. Make them a piece of every marketing campaign, and make the people who run them a part of your marketing team. Marketing and IT cannot operate in their own silos.

Digital is king and the customer experience is the crown jewel. Marketing teams will have to change their focus if they plan to compete effectively for customers in 2016 and beyond.

Training, Breakout Sessions and Speaking for Your Organization

Training is an investment that helps ensure the future success of your financial institution. You may be perfectly capable of training your staff, but is that always the best use of your time and resources? On the Mark Strategies offers training and speaking services for financial institutions on a [wide variety of topics](#). For more information about how we can help, contact Mark

What is Your Financial Institution's Grocery Store Karaoke?

By Colleen Cormier
Account Executive, On The Mark Strategies

Maybe I shouldn't admit this, but I may be that person in the grocery store that drives you crazy. You know, the one who hears a catchy tune on the PA system and goes all American Idol right there in the middle of the cereal aisle? My friend calls it grocery store karaoke. The grocery store most likely calls it "cha ching," because every song I sing along with is another three to five minutes (and no doubt several more dollars) I'm spending in the store. The investment they've made piping the perfect music into the store is paying dividends.

What is your financial institution's form of grocery store karaoke? What reaches into your customers' or members' souls and keeps them lingering at your financial institution? That may seem like a strange question. After all, who "browses" at their financial institution?

It doesn't have to be about browsing. It could be something that puts consumers at ease, giving them peace of mind to make difficult financial decisions. It might be a sound or a scent that reminds them of a happy time in their lives and helps them associate that with your financial institution. It could be a play area that keeps children entertained while their parents apply for a loan or something more trendy like an internet café. Maybe it's dog treats in the drive-thru lane. What are those little (and sometimes not so little) elements that help define your customers' or members' entire experience?

These are the details that often differentiate your brand from the competition. Small or large, they matter and should not be overlooked. The next time you take a walk through your branch office, be cognizant of those details that appeal to the five senses. What music are you playing? What does the branch smell like? How welcoming is the lighting or the temperature? As insignificant as these details may seem, anything that affects the five senses impacts the perception, judgment and decisions made by the consumers who walk through your doors.

Blog Posts

[The Cool Factor of the Justice Brand](#)

As a single dad (Taylor Wells), you learn to develop a thick skin. However, a couple of things have always and still do terrify me. And both have to do with little girls. One is hair. Beautiful braids, pigtails and other styles completely elude my pitiful fumble

fingers. It's ponytail or bust for me. The other is clothing. If you ever want to know true fear, as a father, walk into a large big-box clothing store and try to find things that will fit your daughters. That's one of the reasons I was glad to find the [Justice](#) brand. [read more](#)

[Is Your Bank or Credit Union out of Good Ideas?](#)

Is your bank or credit union out of good ideas? This applies to a number of areas, including consumer service, marketing, the brand and operations. If your financial institution finds itself in an idea rut, consider the following kick starters to find new inspiration. [read more](#)

[Be Intentional With Your Brand or Fail With Your Brand](#)

The key with any personal improvement goal (fitness, relational, educational) is intentionality coupled with action. For example, you can have a goal to lose 10 pounds, improve your marriage or read a self-help book. But unless you put some intentional action steps in place those goals will never happen. You will fail. It is the same way with your brand. You can have branding goals in place, but unless you intentionally focus on improving your brand every single day, branding simply becomes an overused buzzword. [read more](#)

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