
Marked For Success

Ideas to Help Your Financial Institution Succeed from On The Mark Strategies

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Five Tips for Financial Institutions on Social Media

Social media...the digital platforms some businesses love to hate. Why? It takes work to do social media the right way, and many don't know what the right way is. Here are five tips to help your financial institution.

Chat first, sell later

One of the biggest mistakes businesses make on social media is selling instead of starting conversations. Use social media to engage your customers or members. Ask them what they like or don't like about your financial institution. Use their feedback to improve your service. Social media is more about hearing their voice than yours.

Give people a reason to visit the page

Let's face it, the average person thinks financial services are boring. Show them otherwise. Post video testimonials and photos of real members. Example: photo of a high school graduate with the words, "I'm going to college thanks to XYZ CU's student loan program," or someone standing by a new car saying, "No more bus for me. Thanks XYZ." Also, host contests on social media that encourage people to post photos of themselves using your products and services.

Use it or Lose it

Don't register on a social media site and leave your page blank. There's no rule that says you have to use every social media platform out there. Choose one or two and use them regularly. Delete the rest.

Know your audience

Facebook users are different ages and genders than Snapchat users, who are different ages and genders than Instagram users. etc. Know who you are targeting and customize

your content accordingly.

Reply to consumers

Conversations require more than one person. When people comment to a post with questions, respond in a timely manner. If it's a complaint, handle it offline.

Social media is a great opportunity to engage and really listen to consumers. Take advantage of it.

“Mark helped inspire us to focus on what it is we are trying to be to our members...and how that vision can translate into our brand...how we want to brand ourselves.”

—Diane Ward, CFO, Bossier FCU

An Outside View of Your Marketing Materials

Maximize your marketing dollars and grow your marketing results with a marketing audit. On The Mark Strategies reviews your marketing collateral, budget, calendar and digital presence. We also conduct mystery shops to ensure your service matches what your marketing messages promise. [Contact Mark](#) for an outside view of your marketing efforts.

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