



Social  
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# 2018 Marketing and Compliance Survey

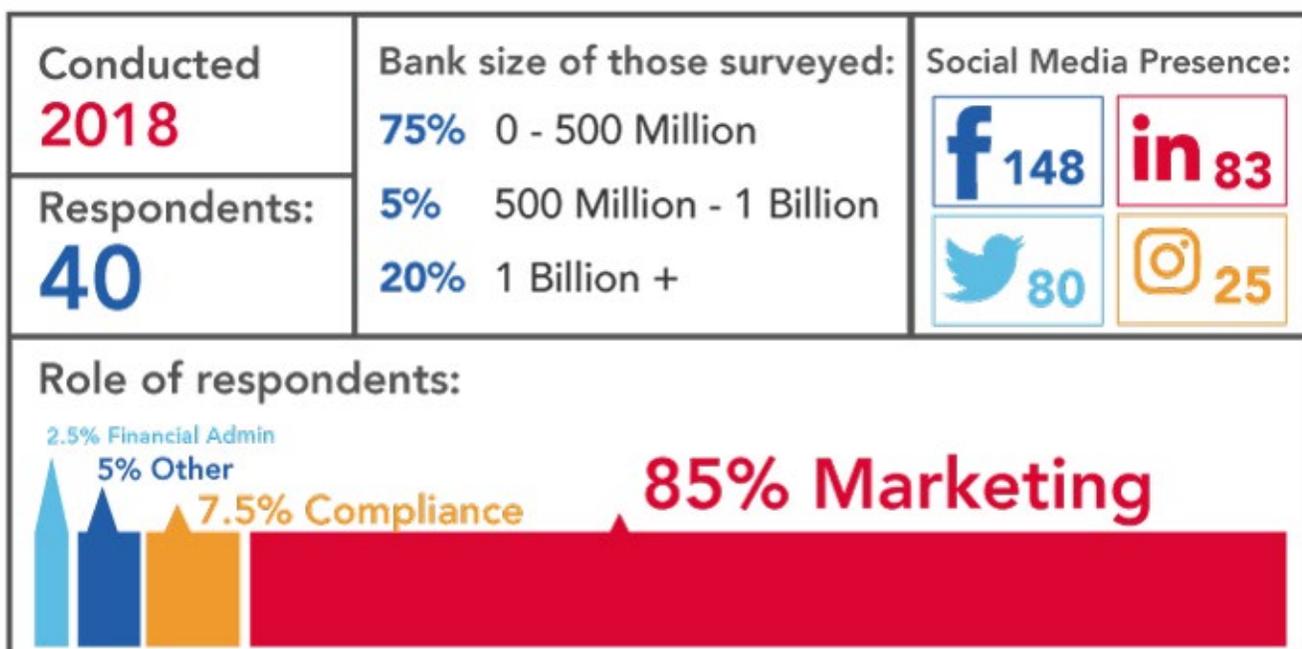
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# 2018 Marketing and Compliance Survey

With the growing use of social media to find, connect and engage with new customers, the financial banking industry has changed significantly in the past few years. Because of this change, it's important to create efficient marketing and compliance workflows that allow your team to raise awareness, market products and ultimately sell services. For our 2018 Marketing and Compliance Survey, we gathered insights on how financial institutions are adjusting to these changes along with what they anticipate in 2019.

The goal of this survey is to help financial marketers and compliance team members better understand the marketplace, how you compare to your competitors' initiatives and what you should be planning for in 2019. We hope these results can help you analyze and adjust your procedures so your organization can Market with Confidence.

## The Survey Group - Details of the Data



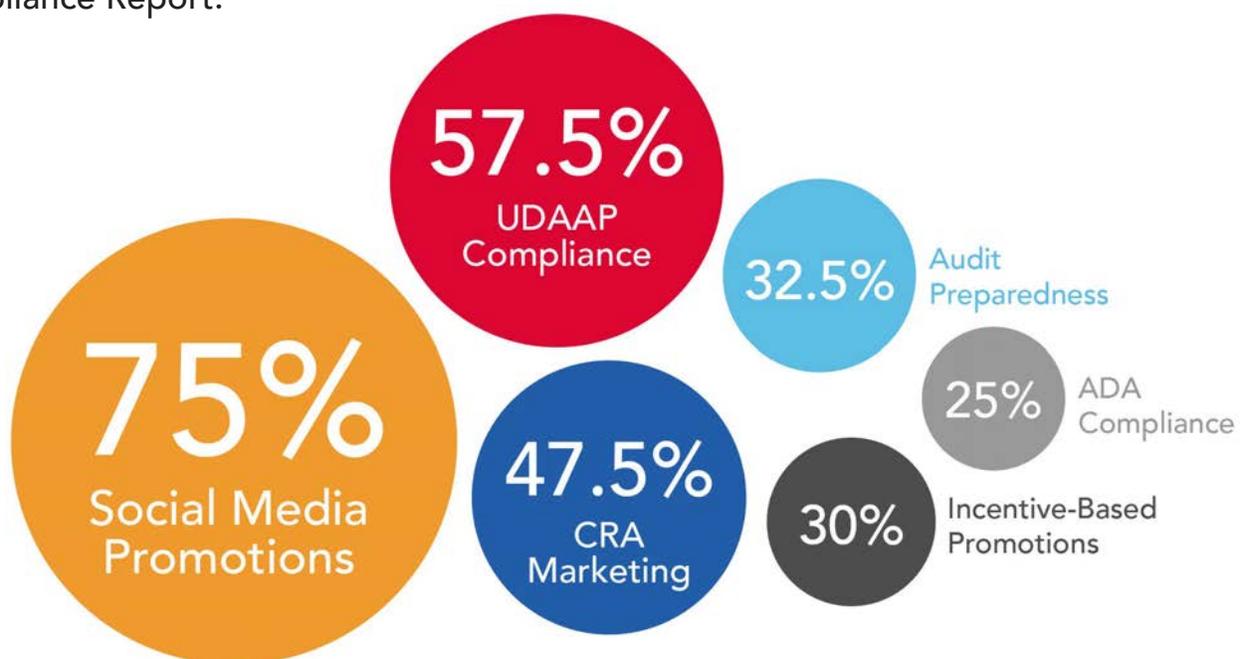
# Marketing Management Software Usage Jumps

The trend is clear — financial brands are continuing to increase their investment in social and digital marketing efforts. Over the past year, 65% of banks surveyed utilize software to manage approval, storage and reports of marketing materials. This is a strong jump from our 2017 results where just 28% of banks used a software application.

Interestingly, in 2017, 43% of financial institutions indicated that they did not use software management but admitted to needing one. This jump in usage is an encouraging sign as brands are listening to the needs of their marketing teams and making the investment necessary to create needed efficient workflows for marketing and compliance.

## Key Compliance Concerns

For compliance teams members, newer marketing mediums are a main area of concern. Social media promotions are approached with the most apprehension as indicated by 75% of respondents. The next key concerns are UDAAP Compliance (57.5%) and CRA Marketing (47.5%). These results are consistent with what we saw in 2017 Marketing and Compliance Report.



The next area of concern after the big three is audit preparedness (32.5%). By automating this process through a third-party platform like Social Assurance, tracking and gathering data for audits can be considerably simplified. Overall, the sharp jump in management software tools may explain that others are seeing the value in using software to help with this process.

Because social media happens in a faster, more rapid form of communication, financial organizations must adapt by creating efficient processes and workflows. By utilizing additional features — like preapproved responses, labels, etc. — from third-party software, banks can streamline both the compliance and efficiency process.

## Key Product Concerns

Why do the same products continue to worry financial organizations each year?

Continuing the trend from previous surveys, the key product concerns are mortgages and home equity loans followed by direct deposit accounts, trusts/investments and commercial lending.



While these products are among the highest forms of revenue for most financial institutions, they continue to be an area of concern for marketers. Part of this reason could potentially stem from lack of awareness on how to tackle these areas through social and digital media. Alternatively, these results could be caused from a lack of support to adequately address these concerns.

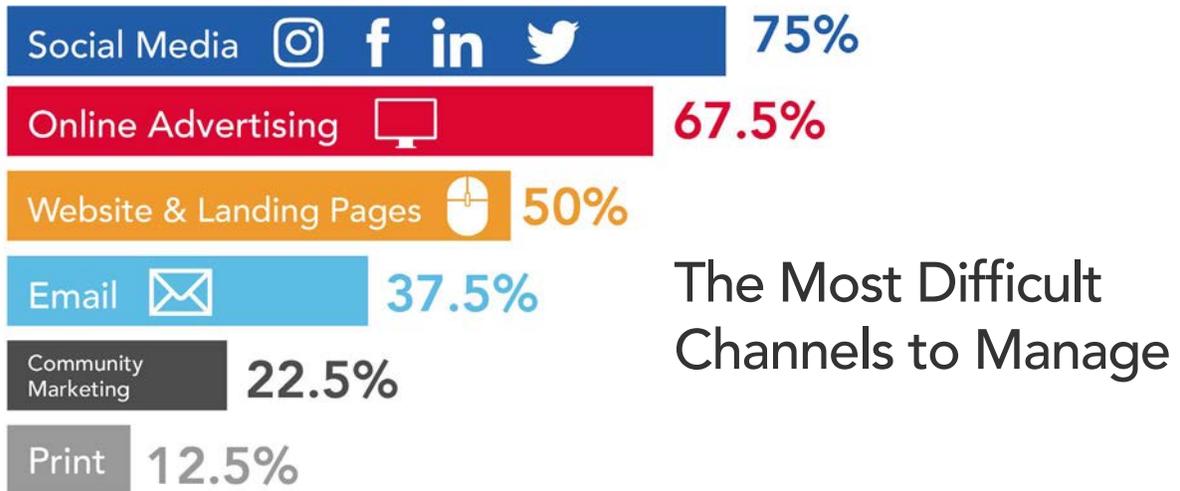
Because marketers are facing more competitors via social and digital media, bank marketers must develop campaigns that are both compliant and engaging in order to stave off this competition. By utilizing the proper tools, small teams can still make these areas of concern a priority.

## **Social Media Marketing Management**

Financial brands must ensure that their social media marketing efforts fully comply with regulations. However, our results indicated that some areas continue to be easier to manage than others.

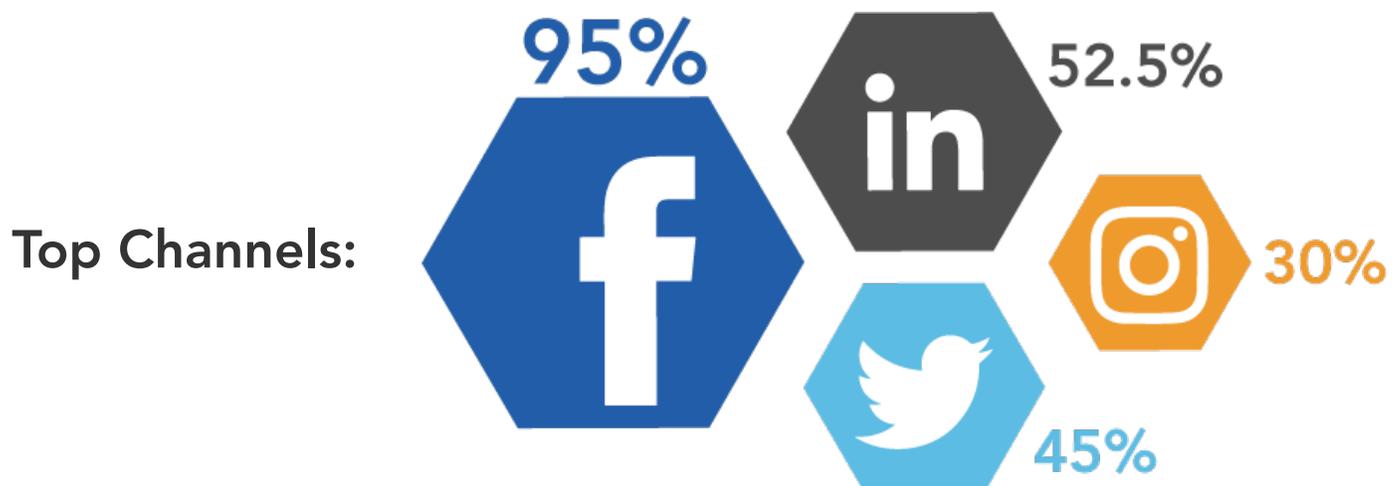
The majority of respondents said that the most difficult channels to manage include social media followed by online advertising and website/landing pages. More traditional forms of marketing, like email and print, ranked far lower.

Based on these findings, education around newer areas of marketing can help financial marketers better understand how to utilize new tools. Along with education, developing processes and choosing the right vendors can help adapt quicker.



## Financial Brands Presence on Social Media

Financial institutions that maintain a presence on social media greatly outpace those who do not. The most popular social media outlets among respondents fall in a lineup you might expect. Few respondents maintain a presence on sites other than those listed in the graph below; less than 2.5% of brands maintain an account on YouTube, Google+ or Snapchat.



## Loan Officer Profiles

Respondents also indicated that their loan officers — a role that has a lot of client and lead interaction — participate on social media with their own professional profile(s). This allows them to not only connect with their customer and lead base, but also deliver tailored content to them in order to help raise awareness and increase sales.

Half of respondents currently allow loan officers to create professional social profiles to stay connected with clients and leads. A notable amount of survey participants, 17.5%, are considering a change in policy that will allow their loan officers to create profiles on social media. By utilizing a personal profile to sell services, your loan officers and other employees can humanize the banking experience.

## Social Media User Data

Recent privacy laws have changed the way user data is managed on social media. Despite this, 65% of respondents indicated that this does not change the way they market on social media. There is also some uncertainty surrounding this issue, 17.5% of respondents remain unsure if the recent changes impacted their procedures at all. Coordinating your marketing with compliance through social marketing tools can significantly mitigate risk.

# Paid Social Media

Paid social media not only helps boost a brand's visibility on social media, but can lead to an increase in website clicks, leads, awareness and sales. With Facebook being the most popular channel for those participating, it's no surprise that Facebook is also the top platform that financial institutions use to experiment with paid social media advertising.



## 95% Facebook

No paid social: 20%  
Plan to in future: 7.5%  
Occasionally: 37.5%  
Yes, <\$1,000/month: 27.5%  
Yes, >\$1,000/month: 7.5%



## 52.5% LinkedIn

No paid social: 82.5%  
Plan to in future: 5%  
Occasionally: 12.5%  
Yes, <\$1,000/month: 0%  
Yes, >\$1,000/month: 0%



## 45% Twitter

No paid social: 95%  
Plan to in future: 0%  
Occasionally: 2.5%  
Yes, <\$1,000/month: 2.5%  
Yes, >\$1,000/month: 0%



## 30% Instagram

No paid social: 75%  
Plan to in future: 2.5%  
Occasionally: 5%  
Yes, <\$1,000/month: 12.5%  
Yes, >\$1,000/month: 5%

# Comparing Your Metrics

Brands continue to expand and invest in their social media presence each year. Supplementary Facebook data and follower demographics below from Social Assurance customers can help you compare your relative position.

## Facebook Metrics

Post reach is the total number of people who see your content while post impressions indicate the number of times your content is displayed. Engagement shows the total number of interactions with your content, such as clicks, likes, shares, comments and views.

**Post Reach: 47,857**

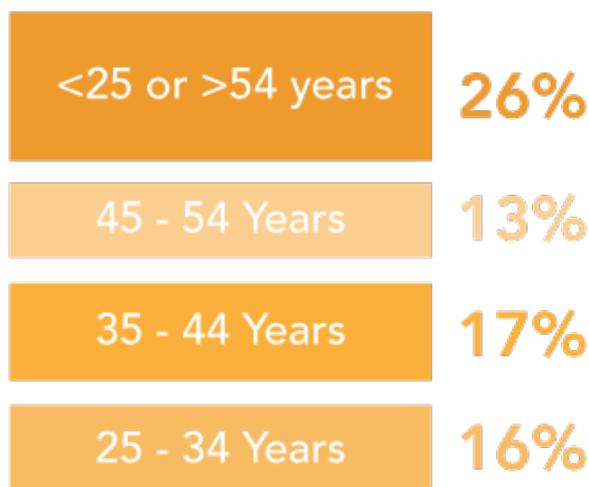
**Engagement: 1,915**

**Post Impressions: 74,149**

**Number of Posts: 58**

## Average Facebook Follower

# 75% Female



# 28% Male



# What Does This All Mean?

As banks continue to increase their digital and social media presence, those who understand the space will be able to then choose partners and create efficient and compliant workflows to utilize social and digital marketing effectively. Software management tools, like Social Assurance, can help cut down this learning curve. With over 90% of respondents monitoring their social footprint, it's critical to ensure that your efforts are not only benefiting your organization but are exceeding what your competitors are doing. When starting to assess your social presence, consider the following questions:

- **Do your currently compliance and marketing processes for social and digital media meet your needs?**
- **Are your social media efforts effective?**
- **Do you leverage available tools to help your organization succeed online?**
- **Do you have an efficient auditing process to help your brand market efficiently?**

Once you have these answers, we recommend outlining how you can create efficiencies that help make social media easier and more effective for your organization. Develop your internal processes, make sure all teams involved understand your goals, evaluate consistently to make sure you remain on target and monitor your competition to see how you can stay competitive.

Even if you have an efficient process in place for social media and compliance, it's still important to focus on where you can improve. Conduct an internal audit and find processes or policies that need to be upgraded. Mend successful practices and encourage others to provide feedback and ideas. With the right tools and procedures in place, you can begin to Market with Confidence.

## About Social Assurance

We are a software solutions provider geared exclusively to providing financial brands with solutions to manage their marketing processes and procedures. Social Assurance is one of the only industry providers offering brands the ability to manage their digital and traditional marketing materials and processes in one location. The platform solution provides for documentation process, approval, archiving, reporting and auditing as well as digital monitoring. We provide financial institutions with software, process, content and strategy needed to

**Market with Confidence.**