

# Bank This Way



**Lectii de online marketing  
pentru banci de la Lady Gaga**

# 1. Construiește o comunitate



# Adica?



1 miliard views



10 milioane fans



20 milioane followers



GeoHot



30% spike



## Cum?

- Clientul nostru, stapanul nostru
  - Oferte speciale pentru fani
  - Custom merch pentru fani
  - Bilete VIP (Monster Pit) prin rețele sociale
  - Fanii sunt incurajati sa inregistreze concerte pe YouTube
- Cauta interese comune, nu date demografice
  - Starbucks Digital Scavenger Hunt
  - Reclama Google Chrome
  - Google Goes Gaga
  - Vanzare “Born This Way” pe Amazon cu 0,99\$ + 20GB storage
  - Live video feed pe BestBuy la lansare de album
  - Avanpremiera exclusiva pe iTunes
- *“The trick is knowing the audience, knowing which social media outlets they visit and tailoring the message specifically to them”*  
(Jaunique Sealey, Social Media Strategist pentru Lady Gaga)

## 2. Nu cauta originalitate, ci autenticitate



Adica?





## Cum?

- Invata de la competitori
  - Competitive research (Alexa, Compete, Quantcast, comScore, IAB Digital Directory, Traffic.ro, SATI, Google Trends, Google Ad Planner\*)
- “Fura” de la straini
  - Articole de tipul “top 10”
  - Premii pentru excelenta in online (Webby Awards, Web Marketing Association Awards, Forrester Public Websites Ranking, MyBankTracker, Smashing Magazine)
- *“Retailers treat customers as transient, banks treat customers like captives” (Gareth Jones, Finextra)*

### 3. Cauta sa fii cel mai bun







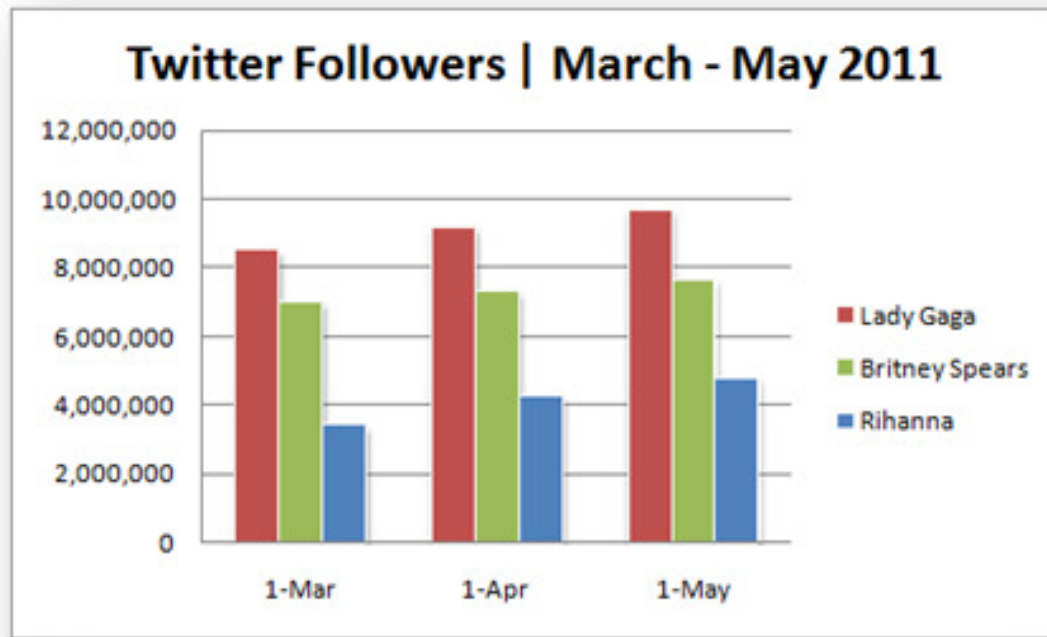
## Adica?

- 1 American Music Award
  - 2 ARIA Music Awards
  - 1 Big Women Of The Year Award
  - 20 Billboard End-Of-Year Chart Awards
  - 7 Billboard Music Awards
  - 8 BMI Awards
  - 3 Brit Awards
  - 4 ECHO Awards
  - 1 premiu Emmy
  - 5 premii Grammy
  - 13 MTV Video Music Awards
  - 3 People's Choice Awards
  - 1 TRL Award
  - 5 World Music Awards
- => 222 premii, 347 nominalizari in 4 ani de cariera**

## Cum?

- Invata ca nu esti o masinarie
  - Construiești-ti o identitate (brand book)
  - Strategie de content
  - Timing
  - Abordeaza un tone of voice uman
  - Fii umil (multumeste clientilor, asculta-i, interactioneaza cu ei)
- Nu te teme sa incerci ceva nou!
- Intelege mediul inainte de a te avanta
- Angajeaza oamenii potriviti
- Creeaza infrastructura potrivita (chain of command / decision-making)
- Creeaza un sistem multi-departament cat mai eficient (cu roluri bine definite)

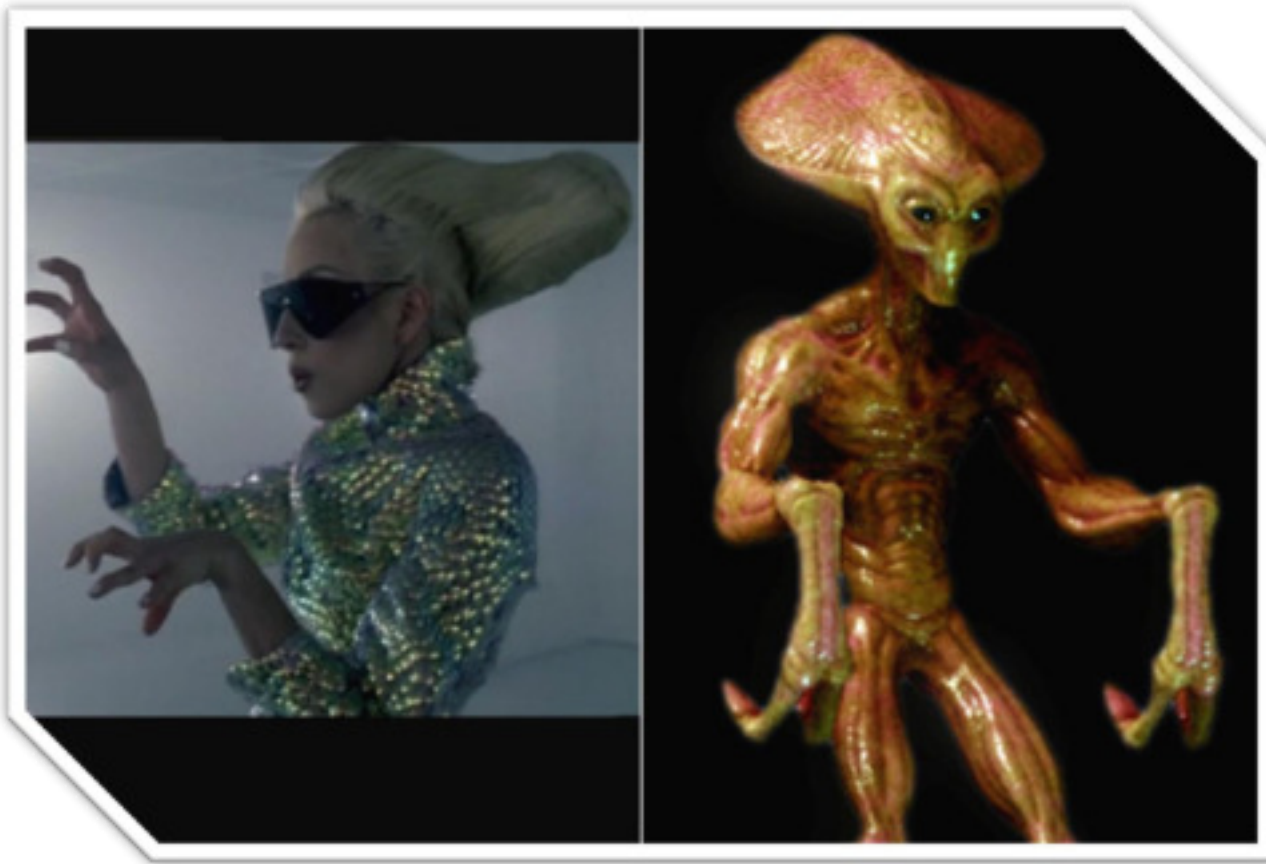
## 4. Inainte de a fi creativ, fii analitic



## Cum?

- Web analytics
- Usability testing
  - Split testing, A/B testing
  - Eye tracking
  - Focus groups
  - Clickmaps
- Social analytics
- Cunoaste-ti CMS-ul
- Afla ce vrei, de fapt (business objectives – goals – KPIs - metrics)
- Construiești un plan coerent
  - Navigare și structură
  - Elemente tehnice
  - User-friendliness
  - Copy on-site
  - Calls to action (pornind de la obiective)

## 5. Fii inovator si priveste catre viitor





## Cum?

- Crowdsourcing
  - ABN Amro Blackboard (ABN Amro net banking review)
  - Citi Innovation Loop (product innovation cu client feedback)
  - Wells Fargo Labs
  - Idea Bounty (Capitec Bank, Africa de Sud)
  - Apps for Development (World Bank)
  - DBS Singapore – competitie pentru branch design concept
- Web analytics – behavioural analysis – call center software integration
- Online branch / branchless
  - Ally Bank
  - Bank Of Internet
  - iGo Banking
- Convergenta online – mobile
- Tabletizarea net banking
- Personalizare

**Thank you, my little marketing monsters!**



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