10 Marketing Strategies for Banks and Financial Institutions to Surpass the Competition

1. **Fill Competitors' Marketing Holes**
   - Identify where your competitors' holes are and fill them.
   - No one is perfect in every aspect of their marketing.

2. **Offer Features No One Else Has**
   - Technology is always changing. Today you can buy new equipment that makes it easier for your customers to handle their financial transactions, you can build online tools that meet their needs and make their lives easier.
   - Choose a new message, look and feel that puts the needs of customers first.
   - Redesign. By showing your focus on a modern approach, you'll give customers another reason to learn more about you and your company.

3. **Get Involved**
   - Work with nonprofits that need support. This could be through schools and universities, animal rescues and shelters, sports teams or support groups. Many non-profits that need help.
   - Through fundraisers where they give you the opportunity to pay for marketing exposure by supporting their cause.
   - Work with prominent option.

4. **Compete with Competitors Online**
   - If your competitors have a strong local presence, compete online.
   - If your competitors have a strong online presence, take it off them online.
   - Use digital marketing practices like SEO, PPC, social media and email marketing to be the prominent option.

5. **Approach New Markets**
   - One way to stay ahead of the competition is to pursue new markets.
   - Institutions have particular groups of customers they serve and markets they aren't pursuing.
   - Every bank or financial institution has different markets they aren't pursuing. Every bank or financial institution can do this, and it starts by identifying where your competitors' holes are and filling them.

6. **Teach the Experience**
   - A customer experience strategy – when customers love interacting with your bank or financial institution, albeit physically and digitally, and tell others about it.
   - The Experience
   - Let your customers have a great experience. Create a marketing campaign out of it.

7. **Be Social**
   - Financial institutions need to make their social media activities appear in user news feeds where friends and family are following them. Let your customers know your family investment opportunities.
   - Realtors perhaps they wouldn't mind a marketing advertisement.
   - Prominent option is a great group. Make sure your customers are the ones to share it. They know their customers, know their customers an experience they enjoy and simply have to share.

8. **Segmentation**
   - The experience
   - You can't approach a new avenue of marketing for your company, but if you take the time to research what your customers need, and how you can best reach them, you should be able to achieve impressive results.
   - Your customers what they want.

9. **Acquire Business Partners**
   - There are companies you can work with that are affiliate-based.
   - Acquire business partners that are affiliate-based.
   - There are many solutions your bank or financial institution can provide. If you can find a company that makes what you offer better, you can build business relationships.

10. **Modernize Your Brand**
    - Technology is always changing. Today you can buy new equipment that makes it easier for your customers to handle their financial transactions, you can build online tools that meet their needs and make their lives easier.
    - Choose a new message, look and feel that puts the needs
    - Modernize Your Brand
    - You can't approach a new avenue of marketing for your company.
    - Over time you will grow and notice more opportunities to improve.
    - Identify where your competitors' holes are and fill them.
    - No one is perfect in every aspect of their marketing.

**Tips & Tricks**

Cooperative

Digital

Marketing

Unique Selling Proposition

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