

Marketing Services

Marketing Services Tailored to Your Acquisition, Retention and Cross-Sell Objectives



The digital transformation in banking services is fundamentally changing the way you engage and communicate with customers. Marketing strategies must be adapted not only for different banking channels but also for different consumer and business segments within those channels. Beyond ease of use, your customers expect every action to be personalized, regardless of how and when they choose to interact with your financial institution.

Raddon Marketing Services can help you transform and align your marketing to the new financial services reality. We supplement the expertise and resources of your in-house staff and/or existing agencies and vendors so that you can achieve your goals quickly and efficiently. Whether you need to update your marketing strategies or simply outsource the management of your targeted marketing campaigns, our consultants have the financial services industry and marketing experience to ensure your success.

Marketing Plan Development

Raddon consultants will partner with your leadership team to develop a comprehensive strategic marketing plan based on your financial institution's vision. We will review and evaluate your current advertising and marketing communication plans, channels and messaging. Then, we will provide detailed strategies and tactics

for each marketing medium, including advertising, direct mail, digital and social media. Your business priorities, competitive realities and budget will all be taken into consideration.

Digital Marketing

Are you looking for new ways to reach your existing customers and to drive prospective customers to your website and branch locations? Many institutions are using digital marketing channels – such as email, social, search and mobile – to reach and engage their audiences. As institutions quickly adopt digital channel marketing, often some key factors are overlooked.

Raddon can help institutions considering spending more time and energy on digital marketing. We will evaluate your online brand presence and marketing tactics along with your email marketing communication strategy and make recommendations for testing, measurement and optimization.

Raddon will develop an integrated digital marketing strategy that will help your financial institution connect with consumers by engaging them in digital channels. We will identify and outline channel/media recommendations that may include:

- Social media
- Website and mobile
- Email
- SEO/content marketing
- Digital advertising

Direct Mail and Email Marketing

Raddon specializes in both consumer and small business communications, including deposit, card, lending, credit, wealth management and insurance lines of business. We will recommend specific campaigns based on your growth goals, such as:

- New customer acquisition campaigns
- Existing relationship expansion with upsell and cross-sell campaigns
- Valued account utilization and retention

Every initiative begins with using our unique expert approach to targeting, which includes mining your database, householding, segmentation, opportunity identification, list management and market/custom analytics.

After harnessing the power of your database, we develop campaigns that include the right combination of mail, email and lists for phone follow-up to ensure that your messages reach and resonate with each prospect or valued customer. Offline direct mail campaigns can be connected to online channels, with personalized URLs that create one-to-one messaging experiences, collect customer insights and data and/or initiate a dialogue between your customer and your financial institution.

Raddon provides detailed tracking and measurement of your marketing campaigns with the goal of continuous gains in household balances and profitability. We continually refine list criteria and marketing messages to improve response rates and maximize ROI.

Marketing Campaign Options

Raddon offers Marketing Campaign Options that can be used individually or in combination, depending on your needs. Using all of our services for your marketing campaign solution provides greater control, more tightly integrated campaigns, consistent marketing messages and improved cost savings. These options include:

- **Expert Targeting.**

- **Direct Mail Copywriting and Design.**

Our campaign creative and strategy are in lockstep with our segmentation and analytics. While respecting your branding, our experts will work with you to develop highly personalized, relevant and impactful content and offers that drive the response, revenues and relationship outcomes that you desire.

- **Direct Mail Print, Personalization and Mailing Services.**

We will manage the printing and mailing of your campaign from standard letters and postcards to high-color forms, highly personalized self-mailers and other custom communications. Our direct marketing production facilities feature both digital and lithographic printing in up to eight colors. We offer cost-effective personalization to create engaging direct mail.



Raddon has been providing financial institutions with research-based solutions since 1983. Because we work exclusively with financial institutions, we understand the industry and can apply our practical know-how to the unique challenges and opportunities financial institutions face. We combine best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

- **Email Creative and Deployment.**
Raddon offers full management of the integration, creation and execution of targeted email campaigns. We can create simple templates for your campaign or dynamic emails that use your data to drive content and design for a truly personalized experience. Our email marketing services include full reporting on opens and clicks and management of bounce rates and opt-outs.
- **Inbound and Outbound Call Center.**
Raddon can provide calling lists to correspond to your marketing campaigns.
- **Statement Messaging Fulfillment.**
Raddon can create and deliver statement messaging that integrates with your marketing efforts. Reach households each month with a message that they will be sure to read when they view their statement.

Brand Awareness & Development

A brand engagement begins with an in-depth, customized brand survey that measures consumer awareness of your institution and provides critical information measuring the effectiveness of media exposure and advertising messages. We analyze learnings in conjunction with your current marketing efforts and develop brand proof points as a critical reference point for all of your marketing and communications efforts. Each engagement provides in-depth customized recommendations on how to capitalize on your brand strengths and improve weaknesses.

Connect With Us

For more information about Marketing Services, please contact us at 800-827-3500 or visit www.raddon.com.

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