

## Feature Overview

# Digital Marketing Services

## Extend your market reach beyond the physical branch

Our suite of digital marketing services is the perfect resource to enhance your website, increase traffic and conversions, and ensure your brand's relevance in today's highly competitive digital banking market.



### Complete Copywriting

Insist that your copy is right – that it tells the right story and supports your SEO strategy. Whether it's your entire site or just a section, we're here to help you get your message out there.



### Search Engine Success

Support your local search engine rankings – let us implement organic search best practices, including custom meta titles and descriptions, for every page on your website.



### Financial Literacy Expertise

Be the reliable source of financial education and guidance that your community expects with our extensive library of semi-custom articles and infographics to choose from based on your purchased package.



### All-Inclusive Social Media Strategy

Engage with your social audiences more effectively and efficiently. We'll make sure you've covered – from building your custom social campaign strategies to execution.

# Digital Marketing Services

As banking services continue to expand in the digital realm, accountholders become more and more adamant about having access to their financial institution on the digital channel. It's no longer realistic to rely entirely on a physical branch to bring in and develop relationships with new accountholders. In order for financial institutions to keep up with this growing demand, they need not only great digital products, but the marketing and communication strategies to back them up. Banno can help you attract and engage users in this highly competitive market – from planning to execution.



## Website Copywriting

Website copy is one of the most powerful tools at your disposal to both communicate with visitors and support SEO practices. Whether you'd like to rework your entire website or just individual sections, our team of professional web writers are here to help. We'll work with you to clearly convey your message and stay on brand. Plus, we'll make sure that the copy aligns with your SEO strategy to maximize search engine ranking potential.

## Search Engine Optimization

With organic search best practices in mind, our SEO experts can help you rise through the search engine ranks, where you can be discovered by new viewers and prospective accountholders. We offer services ranging from an audit of your existing SEO practices to researching the best keyword opportunities for you – and then we craft custom meta titles and descriptions for every page on your website.

**Expand your organic reach with these optional add-ons:**

- ✓ Ongoing SEO support and reporting to ensure that your web presence remains optimized
- ✓ Paid Google AdWords Campaigns developed and managed to drive immediate, qualified traffic to your website based on high-value search terms

**Financial Literacy Content**

Your community looks to you as a source of financial expertise. Guide them through the ups and downs of money management by connecting your accountholders with our vast library of semi-custom articles and infographics on relevant topics like home buying, personal finances, and security. Your access will vary based on the package you've purchased, ensuring you receive a diverse selection tailored to your needs.

**Enhance your library with these optional add-ons:**

- ✓ Fully customized financial literacy articles and infographics written to your institution-specific requirements and educational goals
- ✓ A fully branded resource center to organize and host the financial literacy content on your website

**Social Media Campaigns**

Find new ways to engage with your social audiences. We've got the process covered – from developing campaign strategies to putting them into action. By closely analyzing your current social presence and identifying potential opportunities, we'll deliver campaigns that support your marketing goals, fit your financial institution's unique brand personality, and adhere to social media policies and procedures.

**Perfect your social presence with these optional add-ons:**

- ✓ Custom-crafted design templates for Facebook, X, and LinkedIn to ensure branding and consistency between social feeds
- ✓ Themed monthly campaigns for each social platform, including text and image-based posts and a posting calendar, all of which supports your specific marketing goals

**Custom Analytics Tracking**

Understanding your website's ROI requires more than standard Google Analytics – especially since many conversions happen on third-party sites. We'll help you establish third-party conversion tracking, set up event tracking in Google Tag Manager, launch goals in Google Analytics, and we'll bring it all together in a Google Data Studio dashboard to make it easy to understand all the data you're working with. And we'll get ongoing reports delivered straight to your marketing team, so you can see how your success metrics change over time.

## evolve your digital presence

Let's talk about this together. [digitalexperience@jackhenry.com](mailto:digitalexperience@jackhenry.com)

For more information about Jack Henry, visit [jackhenry.com](https://jackhenry.com).