

Results From the Survey of Financial Marketers – What They Mean for Your Marketing Efforts in 2018

May 15, 2018

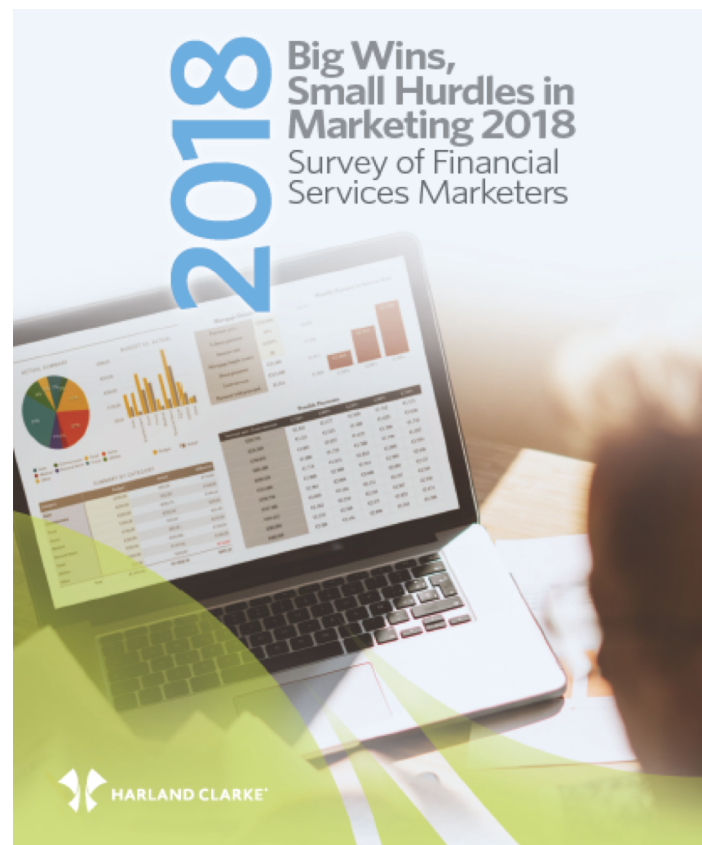


Stephen Nikitas
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Harland Clarke

Today's Discussion

Harland Clarke Annual Marketing Planning Survey

- Fourth year
- 10 questions about marketing planning: budgets, goals, challenges
- Respondents: 66% banks, 34% credit unions
- Conducted late 2017



Key Learnings

Marketers have what they need to succeed

- Budgets
- Executive buy-in
- Respect of peers
- Autonomy

Biggest hurdle & biggest opportunity = data & analytics

- Hurdle = how
- Opportunity = competitive advantage

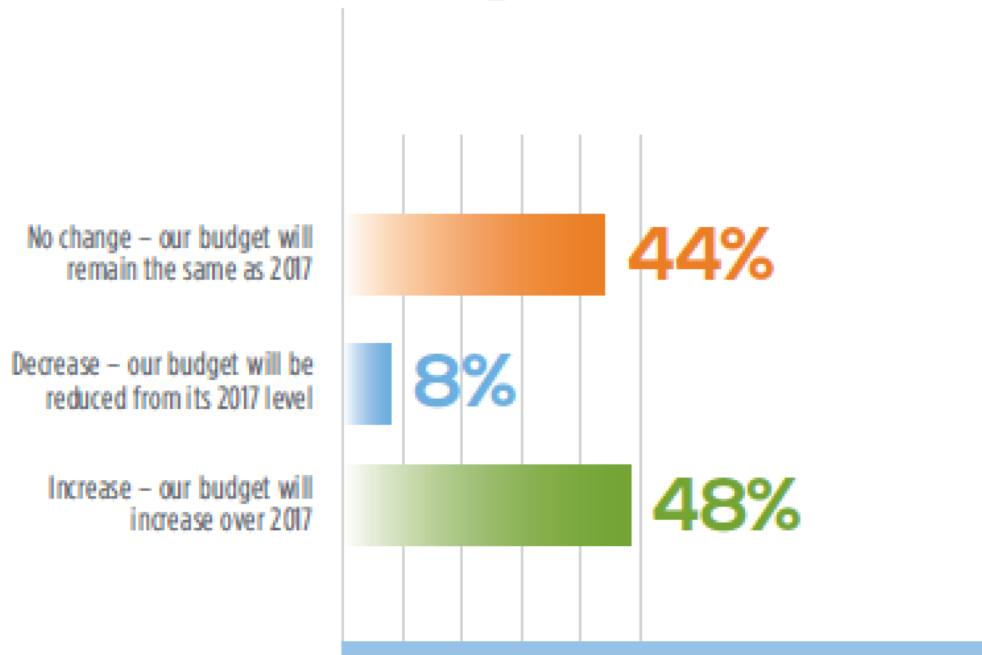
10 Survey Questions

1. Change in marketing budget for 2018
2. Establishing of budget
3. Allocation of budget
4. Changes over past five years
5. Performance metrics
6. Return on marketing investment (ROMI)
7. Role of data and analytics
8. Collaboration with other departments
9. Top priorities for 2018
10. Top challenges for 2018

Budgets are Holding Steady

Question 1: How do you expect your marketing budget to change in 2018?

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GOOD NEWS:
Marketing efforts are not being restricted by budget cuts.

Poll Question #1

WHAT ARE YOUR EXPECTATIONS FOR NEXT YEAR'S BUDGET (2019)?

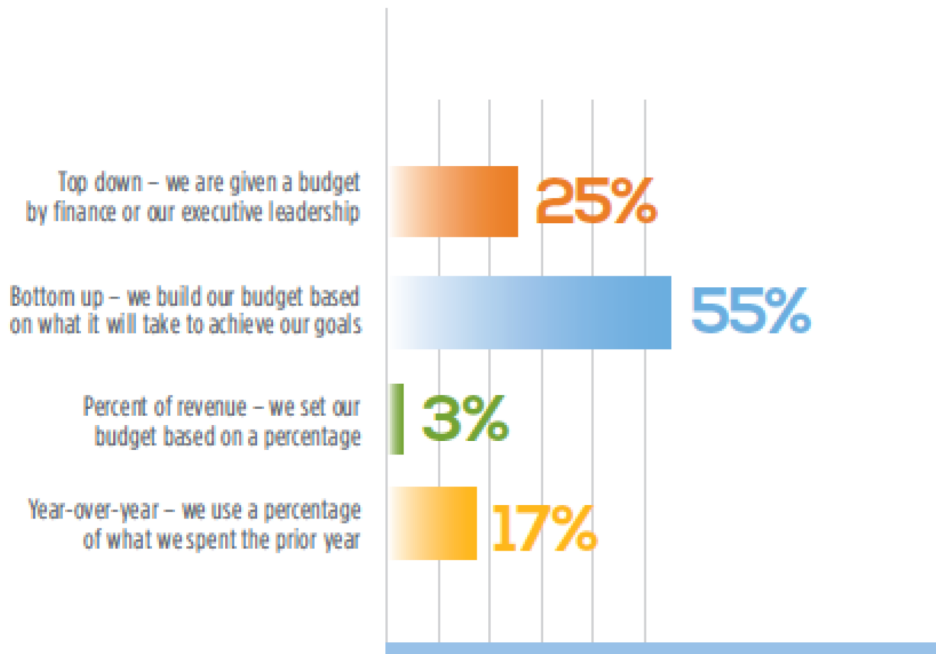
- NO CHANGE
- DECREASE
- INCREASE

IS NEXT YEAR'S BUDGET DEPENDENT ON THIS YEAR'S SUCCESS?
FEEL FREE TO ADD COMMENTS IN THE CHAT BOX.

Most Institutions are BYOB

Question 2: How does your financial institution establish its marketing budget?

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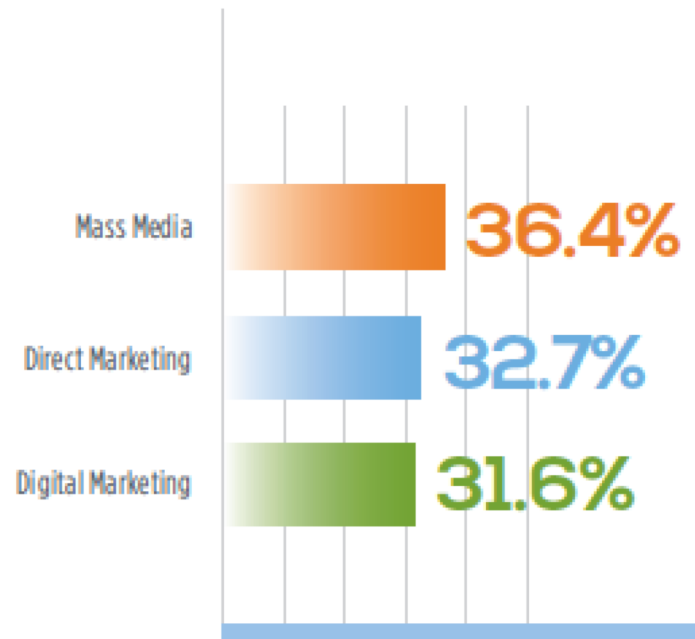


GOOD NEWS:
Executive buy-in of marketing & strategic skill level of your team

Digital Spend is Up ... Again

Question 3: What percentage of your total marketing budget do you allocate to the following?

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Digital Spend is Up ... Again

Question 4: Over the past five years, has the percentage of your total budget allocated in each of these areas increased, decreased, or remained the same?

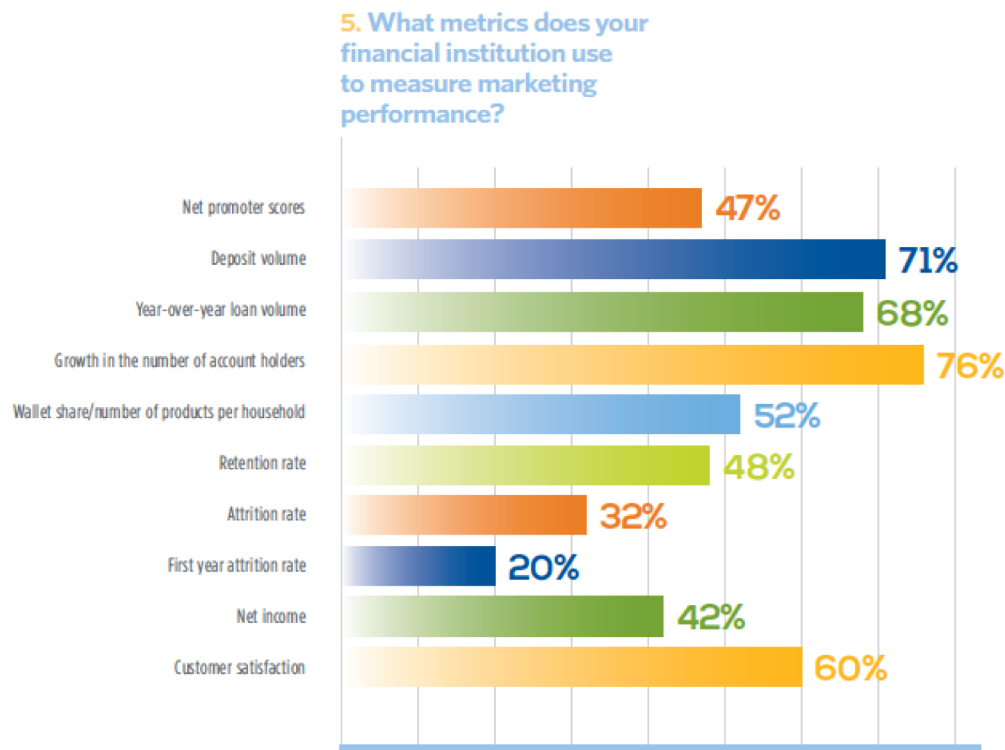
REALITY:
Mass media spend will continue to drop as digital options expand

4. Over the past five years, has the percentage of your total budget allocated in each of these areas increased, decreased or remained the same?

	Increased	Decreased	Remained the Same
Mass Media	28.6%	41.2%	30.3%
Direct Marketing	31.1%	36.1%	32.8%
Digital Marketing	92.4%	0.8%	6.7%

Success Metrics

Question 5: What metrics does your financial institution use to measure marketing performance?



Poll Question #2

LOOKING AT THE TOP 3 METRICS, ARE THEY FAIR IN TERMS OF ACCURATELY MEASURING YOUR MARKETING EFFORTS?

- **FAIR**
- **UNFAIR**

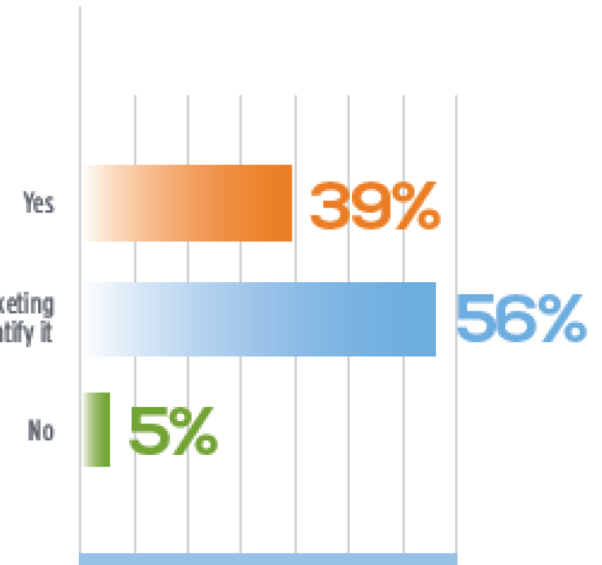
ARE THERE ANY METRICS MISSING THAT YOU WOULD ADD?
ADD THEM AS COMMENTS IN THE CHAT BOX.

Question 6: Do you measure your return on marketing investment (ROMI)?

REALITY:
Measurement is a must to prove
marketing value; Defend the spend!

Somewhat – we have an idea of how our marketing
is performing, but we can't quantify it

6. Do you measure your Return on Marketing Investment (ROMI)?



Poll Question #3

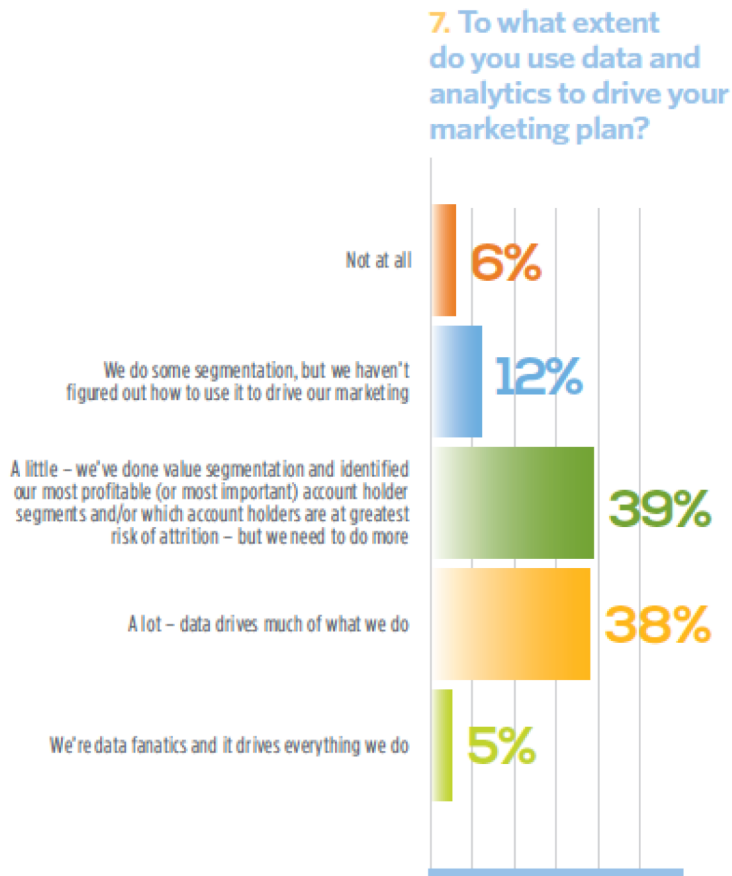
ARE YOU MEASURED ON ROMI AS PART OF YOUR MARKETING TEAM'S PERFORMANCE?

- YES
- NO

IS THIS A HARD METRIC FOR YOUR TEAM? IS NEXT YEAR'S BUDGET INCREASE DEPENDENT ON THIS YEAR'S ROMI? FEEL FREE TO ADD COMMENTS IN THE CHAT BOX.

Data Is Difficult

Question 7: To what extent do you use data and analytics to drive your marketing plan?



REALITY:
Data is difficult, but it's increasingly necessary. Marketers need to overcome the hurdles in harnessing it to leverage its powers.

Poll Question #4

WHAT IS YOUR GREATEST PAIN POINT WITH DATA AND ANALYTICS?

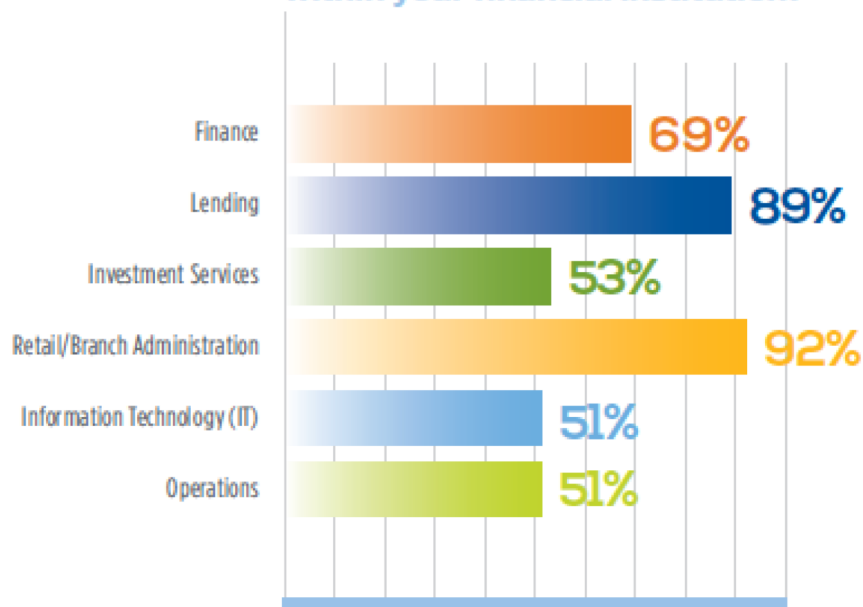
- **HOW TO ACCESS IT**
- **HOW TO USE IT TO PROVIDE INSIGHT**
- **HOW TO ACT ON THE INSIGHT IT PROVIDES**
- **COST OF ACCESSING, ANALYZING, AND ACTING ON IT**
- **LACK OF SKILLSET TO ACCESS, ANALYZE, AND ACT ON IT**
- **TIME TO HARNESS IT**

DO YOU HAVE OTHER OBSTACLES PREVENTING YOU FROM HARNESSING DATA & ANALYTICS? ADD THEM AS COMMENTS IN THE CHAT BOX.

Collaboration Is In

Question 8: When developing your marketing plan, with which of the following disciplines do you collaborate within your financial institution?

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REALITY:
Collaboration continues to increase
across the board.

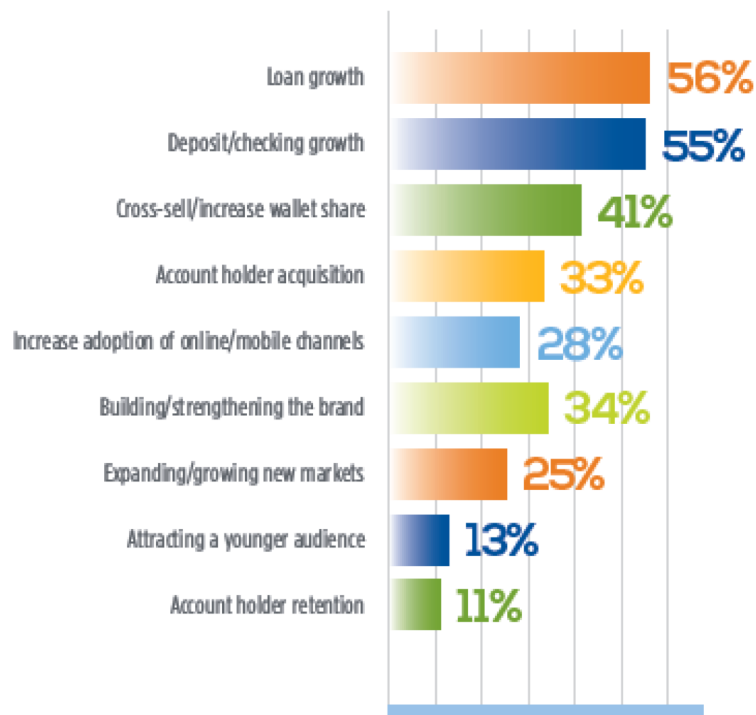
Priorities Remain Consistent

Question 9: What will your financial institution's top three marketing priorities be in 2018?

REALITY:

Priorities are largely fixed, top three are consistent year-over-year and aligned with big-picture objectives.

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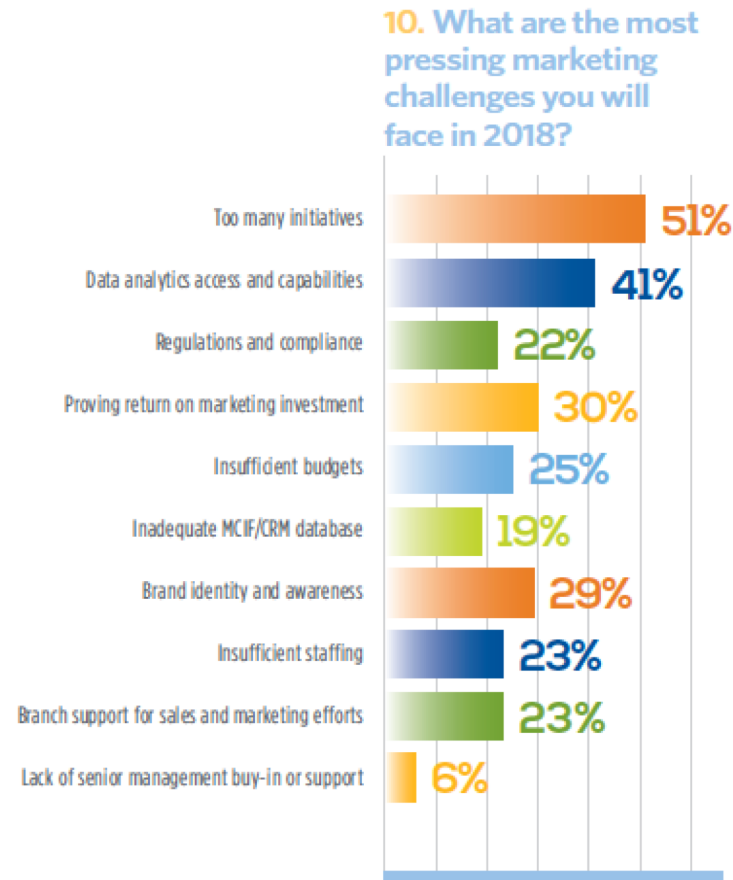


Do More

Question 10: What are the most pressing marketing challenges you will face in 2018?

REALITY:

Marketers are stretched thin. Proving value is important, but lack of access to data & analytics is thwarting the effort.



What's Next?

Big Wins

- Working from a position of strength
- Respect of superiors and peers
- Good collaboration
- Goal-driven and strategic initiatives aligned with business objectives

Small Hurdles

- Increasing digital options
- Escalating competition
- Proving value

Big Challenge

- Data and analytics

Q&A Wrap Up

Type your questions or comments in the questions portal.

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www.harlandclarke.com/webcasts