



## CASE STUDY

# FIRST NATIONAL BANK & TRUST

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## The Strong Silent Type

There's a big difference between being a solid fixture of the community and being a backdrop. Becoming a part of the scenery is the risk you take when you have a long history but lack a strong brand awareness strategy.

First National Bank and Trust has been in continuous operation since 1884, growing from a single location to five over its history. Specializing in supporting families, businesses and farms with quality financial services, it is an institution in North Central Kansas.

Recognizing that longevity doesn't always result in market share, First National Bank and Trust needed a way to increase brand awareness and develop a digital presence. In other words, it was time to make some strategic noise.

A strong dedication to the local community and its economy makes First National Bank and Trust the right choice as a go-to bank, and it wanted an opportunity to share that message.

## A Very Particular Expertise

Marketing, and particularly digital marketing, can be a challenging endeavor for community banks because of the minefield of potential obstacles related to compliance regulations. That's why First National Bank and Trust partnered with SJC Marketing.

SJC Marketing has extensive experience working with community banks and fully grasps the compliance concerns around social media marketing for those in the banking industry.

Together, First National Bank and Trust and SJC Marketing developed a strategy to increase brand awareness while also improving the digital footprint of the brand. The team would also create engaging and compelling content personalized for a target audience, with the end goal of First National Bank and Trust becoming the go-to bank for trust and agriculture financial services.

## Marketing You Can Take to the Bank

The team decided to focus on three main areas of social media to boost brand awareness and engagement with the community: Facebook, Instagram and paid Facebook Ads. Over a 12-month period, there were an average of 24 Facebook posts and 14 Instagram posts each month.

In that time, there was an increase of 129 Facebook page Likes and 146 new Instagram followers. That's a total of 275 additional touchpoints with the community for each post by First National Bank and Trust.

In addition, paid Facebook Ads saw a total of 998 clicks on ads, with a click-through rate of 3.35%, with a cost-per-click of \$0.94.

The engagement rate was another important metrics to understand how those viewing social media posts are responding to them. The average engagement rate for Facebook was 4.73% and on Instagram it was 5.06%. When you consider that the Instagram account was a new social media platform for First National Bank and Trust, this engagement rate is even more impressive.

With their coordinated social media marketing strategy that is fine-tuned for community banking, First National Bank and Trust is in a perfect position to continue increasing their brand awareness as the go-to financial services institution in the community.

 **129** Facebook page Likes

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 **146** New Instagram Followers

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**275** Additional touchpoints with the community

**998**

Facebook Ad Clicks

**3.35%**

Click-through Rate



### About SJC Marketing

SJC Marketing is a full-service marketing agency specializing in strategic solutions for small- and mid-size businesses and nonprofit organizations. Whether a business requires a comprehensive marketing plan or simply requires consultation for a specific campaign, SJC Marketing has the expertise to deliver measurable growth. With a team of social media specialists, web developers, graphic designers, photographers and writers, clients gain a whole team of talent for less than what they would pay to hire a full-time marketer.

**sjc.marketing**