

Incentive Marketing News for Financial Institutions

Issue: #2

June/2011

Happy June! Many of you participated in our survey... and we thank you for that! Surveys allows us to know what bumps or curves in the road you are facing, which is why we have another one in this newsletter. I specifically want to focus on innovation and how we can be your solution provider. The results of the survey confirm our current strategy, which is to focus on product innovation as we gear up to support your incentive marketing efforts this year and next year. Oh YES - already! River Rock starts early to make sure we are bringing you the latest cutting edge gifts. We have also been laser-focused on expanding our ability to provide depth and breadth in our product and service offerings. River Rock is heaping on significant horsepower that has generated some hoopla around what will hopefully be your "Brio" for next year. Huh? In simpler terms... we can make your life easier when it comes to pulling off successful incentive marketing campaigns... and we can't wait to share it with you! More Choices. Innovative Options. Rock-Bottom Prices. That's our focus... more to come!



What's Brio - bri-o/brēō/ Vigor or vivacity, liveliness, spirit

Thanks!
Shannon DeVilbiss
Executive Vice President

NEED A NEW GIFT IDEA?

Keep the Family Safe with the Eton Blackout Buddy

As we roll into the summer...and hurricane/storm season...the Eton Blackout Buddy Lighting System can be a great incentive option. Eton's Emergency LED Blackout flashlight plugs in and recharges straight from your wall socket. The item also performs as a night light, perfect for the home & office.

The Blackout Buddy is a great aid when storms knock out power, and you need light fast! Eton's Blackout Buddy has many great features:



- Bright Emergency 3LED Light
- Lights up when there is a power failure or blackout
- Can be used as a Flashlight
- One LED Night Light
- Fold-up Prongs Plug Directly into Electrical Socket for constant charge

STRIKING THE RIGHT BALANCE

Finding the right balance between service efficiency, service satisfaction and customer loyalty is getting harder by the day. Today's market is competitive, and customers are demanding more in turn for their loyalty to you - higher deposit rates, lower interest rates, lower account fees, more products and services, and on, and on it goes.



Banks and credit unions have expanded services to offer easier ways for customers to conduct business. Look no further than this list -- Drive-Thrus. ATMs. Online Banking. Mobile Banking. Call Center. Remote Deposit Capture. It's more commonplace for customers to never see a personal banker, or for that matter, the inside of your building where new accounts personnel and loan officers anxiously await their next sales opportunity. Tellers now stare into space with no customers to greet and serve.

It's time to get back to complimenting technology enhancements with basic services. It's time to "re-engage" the masses. Financial institutions that strike the right balance of service and technology have higher customer loyalty, which correlate with sustained growth. How do they do it?

They plan, test, refine, launch, and then execute marketing strategies to communicate and demonstrate their differentiation. Even with technology tools, people still want to step foot in branches which is why institutions are still adding branches all over the US. Motivating rarely accessed customers to come into the lobby with incentives then allows the start of developing trust. Face-to-face interaction gives your staff the opportunity to offer products and services that extend and give root to the relationship. Using incentive merchandise as a "gift" to drive account acquisition and boost customer retention helps financial institutions build goodwill and trust with their customers while cultivating loyalty and "stickiness" of the overall relationship.

Because no single "gift" will resonate with all customer segments, incentive marketing requires thoughtful planning and execution - the kind of expertise offered by River Rock Marketing Services. A solid incentive gift program is about more than just picking a gift and handing out goodies - it's about using the right gift to drive responses to your marketing efforts that encourage and lock-in behaviors resulting in new accounts, increased revenue, and improved customer loyalty.

River Rock specializes in fulfilling incentive-based solutions for banks and credit unions of all sizes. We will customize a gift program that best meets your needs taking into consideration the following: product innovation, market exclusivity, quality, consumer research, the consumer's perceived value of the gift, seasonality, and budget. With our unmatched industry knowledge, let us go to work for you demonstrating the power of incentive marketing and how effectively it engages your customers.

WE WANT TO HEAR FROM YOU!

Complete the survey and enter to win a **Bushnell Spectator Kit**.
Retail: \$195.95.

It's a great set, with tons of features including:

- 7x35 Bushnell Permafocus Binocular (173507)
- Gray/Orange BackTrack GPS personal locator (360050)
- Polyester fleece blue blanket
- Stadium seat cushion



The Winner will be announced in our next Newsletter!

[June 2011 Survey](#)

LEVERAGE THE POWER OF SOCIAL MEDIA IN YOUR FINANCIAL INSTITUTION

Financial institutions increasingly see strategic social media marketing as a means to grow their businesses and get the word out about their services. By leveraging the power of social media, financial institutions can build online presences that speak of approachability and accessibility, helping not only to build relationships with the public but also to acquire new customers and foster customer loyalty. While banks both large and small are embracing social media, smaller banks and credit unions are doing the most to make efficient use of online marketing tools, thus leading the revolution.

Privacy is Paramount

Since banks and credit unions hold extremely sensitive data for their customers, they've had to approach social media marketing with caution. To inspire customer confidence, it must be made clear to customers that they will never have their sensitive information shared across online channels such as Facebook or Twitter, not even in direct messages.

Reach out to Prospects

Banks and credit unions are making use of social media; however, to reach out to prospective customers, especially younger people for whom social media and mobile communication are a way of life. Social media has become so pervasive that financial institutions realize that not only should they be part of the online conversation to promote their businesses and brands, but also to respond to what people are saying.

Communicate Real-Time, Across Multiple Channels

One of the greatest benefits of social media marketing for banks and credit unions is that it gives them the ability to communicate, often in real time, with customers and prospects. Social media is about crafting content that moves people and motivates them to share it with their families and friends. It's also about holding dialogues with people. By participating in social media, banks and credit unions show the public a level of transparency which encourages greater trust.

By leveraging the power of social media, financial institutions are not only giving themselves sturdy promotional platforms, but they're also giving customers public venues on which to express their concerns. Banks and credit unions that respond speedily and efficiently to customer concerns will reap higher levels of customer retention and satisfaction. Customers need to know they're valued, and social media tools offer an excellent opportunity for financial institutions to express appreciation for people who patronize them.

Improve Retention and Loyalty

When financial institutions create engaging content on social media channels like Facebook, Twitter, and blogs, people respond to the content, and they're more likely to become customers. People also share content that they like far and wide with their families and friends, resulting in more potential outreach to promotional efforts. It's nothing less than the digital age's version of word-of-mouth advertising. Whether banks and credit unions use Twitter or create Facebook pages, they can converse with people on a day-to-day basis, informing them of new services and making themselves more accessible to provide top-notch customer service.

River Rock Marketing Services has unique incentive offerings designed to bolster your social media marketing efforts. For more information, please contact River Rock at 817-488-3901!

Thanks for taking the time to read our newsletter. If there is any way we can help you improve the performance of your marketing promotions that will result in better profitability for your institution, please call me at (817) 488-3901! Feel free to visit our website at <http://www.riverrocksvcs.com>

Sincerely,
River Rock Marketing Services