



Damage to Your Bank's Reputation? Content Marketing Is the Repair Shop

Post by guest blogger **Doug Tangwall**.

Wouldn't it be great if you could take your reputation somewhere...hear a little banging, whirring and spraying ...and *voila*, out it comes the next morning with a shiny, new coat of paint? While I don't know of an overnight reputation repair shop, there is a method you can use that—over time—will get your image back on track. It's called content marketing—using articles, stories, video and social conversation to steer your message and alter perceptions of your financial institution.

Don't expect a fair trial...

Whether your bank was part of the problem or “guilty” by association, it is important to realize what you're up against: a fairness response. David Rock draws on the latest in neuroscience findings for his new book, [Your Brain at Work](#), and explains how not meeting expectations in situations where trust has been built evokes feelings of betrayal. Rock says, “Fairness doesn't intuitively feel like it is of the same importance as food. Because of this people don't value fairness highly enough, and, as a result, are blind-sided by the intensity of a fairness response.”

So, what can you do about it?

Remember, your reputation is not based solely upon what other people have said about you...What you do and what you say work to shape your image...And this is where content marketing can help.

3 content strategies to reconnect with customers

Show you're human: Through the process of relatedness, Rock says you can connect with prospects.

Consider having leaders acknowledge mistakes that were made and apologize, if appropriate.

Explain how you're different.

Use personal-interest stories that feature your customers. Video and personal appearances are the best formats for content marketing that builds relatedness. But, whatever the medium, make sure your message comes across as authentic and sincere.

<http://bankingenuity.com/blog/damage-to-your-bank's-reputation-content-marketing-is-the-repair-shop/>

Create certainty: Rock says our brains don't like uncertainty; we want to know what's coming next.

Speak to the pain of your customers: Is it safe to do business with your bank?

How is your financial institution's approach to risk different than the banks that received taxpayer assistance?

Are you optimistic about where the economy's headed? A thought-leadership strategy positions your financial institution as a knowledgeable source for newsworthy content. Add in third-party validation and commentary from experts with whom you would like to associate your reputation.

Rekindle a sense of fairness: Rock says a fairness response sends opinions crashing; it is one of the worst scenarios a marketing or public relations professional can face.

Bank loans decreased 7.5% last year: Are you lending? What are you doing to keep people in their homes?

What is your bank doing to help businesses create jobs?

How are you supporting your community? Demonstrate your commitment to business practices that are transparent and honest. Build ethical considerations and values into your content strategy.

Time and consistency are necessary to rebuild trust, but executing a focused content-marketing plan can go a long way toward putting your bank in a positive light.

What are you doing to hammer out a new image?

Doug Tangwall is founder of [End Result Marketing](#), a firm based in Madison, Wisconsin, that helps financial institutions develop marketing content and strategies for applied social media. Doug has two decades' experience in financial services and is currently writing a [10-part blog series](#) on new brain research and the implications for marketers.



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