

Interactive Marketing School: Why Are Financial Services Providers Failing?

Post by guest blogger Doug Tangwall

Bank and credit union marketers need know-how that, until recently, was not covered in the classroom: How to develop content that “clicks” with prospects and generates mouse-clicks.

A recent review of one aspect of interactive marketing shows that financial services providers are not making the grade. In its *Best and Worst of Paid Search*, [Forrester Research](#) finds interactive ads for the financial services industry earned a passing grade on only one of five criteria: pre-qualifying clickers.

Further, financial services providers under-perform the six-industry average on three of the four categories for which they receive failing grades:

- Keyword appears in the paid search ad title and description (0.4 versus 0.8)
- Landing page content relevant to keyword (0.3 versus 0.6)
- Landing page employs scenario design practices to aid user experience (0.4 versus 0.9)

* Note: An average of 1.0 or higher represents a “passing grade.”

The study also finds financial services providers fail to “have a compelling call to action,” although the group scores better than the six-industry average on this component.

Plan and Prepare to Make the Grade

What can your financial institution do to improve its marks for interactive marketing? The same skills that teachers use in the classroom will improve your interactive marketing efforts:

- Plan with short- and long-term goals
- Prepare focused content
- Provide keywords and context so prospects see if and how subjects apply to their situation
- Develop a guiding path
- Tell them what to do next

<http://bankingenuity.com/blog/interactive-marketing-school-why-are-financial-services-providers-failing/>

Help with the Cost of Higher Education

What does it cost a consumer to interact with your marketing content?: the toll of thinking. George Washington University economist Nick Szabo calls this tuition “mental transaction costs.” In [*Free: the Future of a Radical Price*](#), Chris Anderson says, “We’re all a bit lazy and we’d rather not think about things if we don’t have to. So we tend to choose things that require the least thinking.”

Many avenues exist to drive consumer interaction, such as online articles, blogs, how-to papers, quizzes, and organic and paid search. But marketing financial services interactively requires a balancing act. The content itself can be mentally challenging, so help your prospect by keeping things relevant and intuitive.

How does your interactive marketing speak to consumers?

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