

Don't be a Me-too Business Banker

Stu Richards
CEO, Bredin



2017 Spring Conference

nefma.org

Increasing Small Business Revenue

Content • Sales Support • Research



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Research Objective

Give bank marketers a current perspective on drivers of SMB brand trust

- SMB trust in institutions and industries
- Drivers of trust in a bank relationship
- Where banks under- and over-perform
- The role of content
- The content SMBs want from their bank
- Satisfaction with apps and events
- 5 tips to differentiate your FT



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Methodology

1 How

- 15-minute online survey via the Bredin.com/smbpulse

2 Who

- 313 principals of U.S. companies with <500 employees (5.5%+/- CI)
 - 102 with <20 employees (97.7% weighting)
 - 111 with 20-99 employees (1.9% weighting)
 - 100 with 100-500 employees (.3% weighting)
 - Any industry
 - See slides 51-55 for participant demographics

3 When

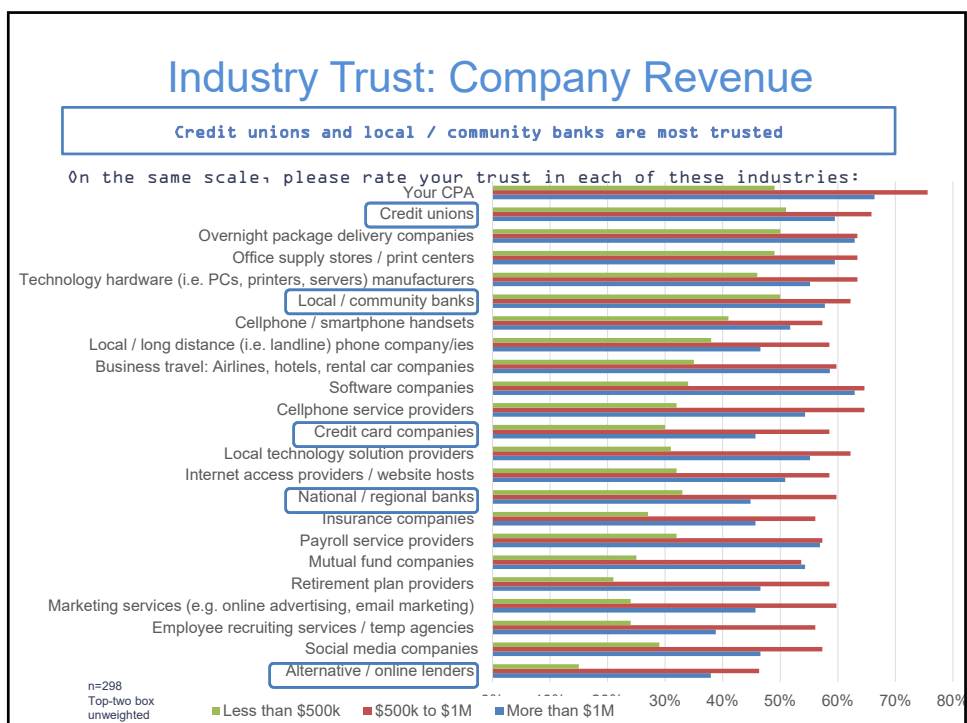
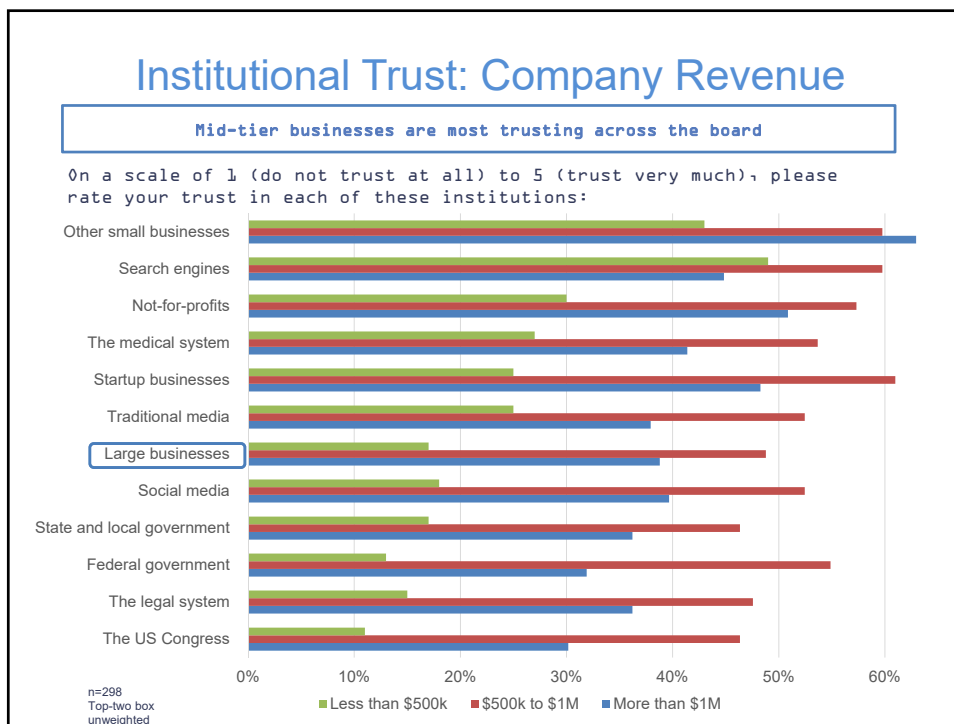
- June 15 – 20, 2016



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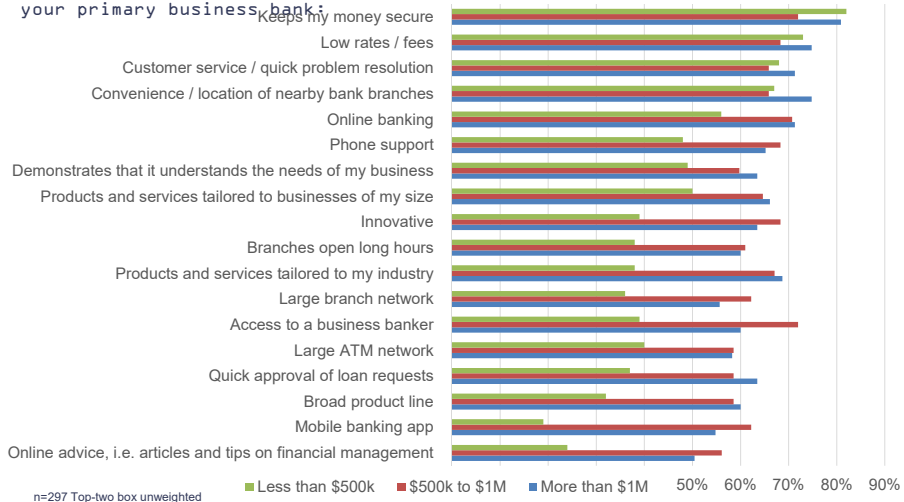
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Bank Relationship Attributes: Revenue

Security and support are most important to smaller businesses

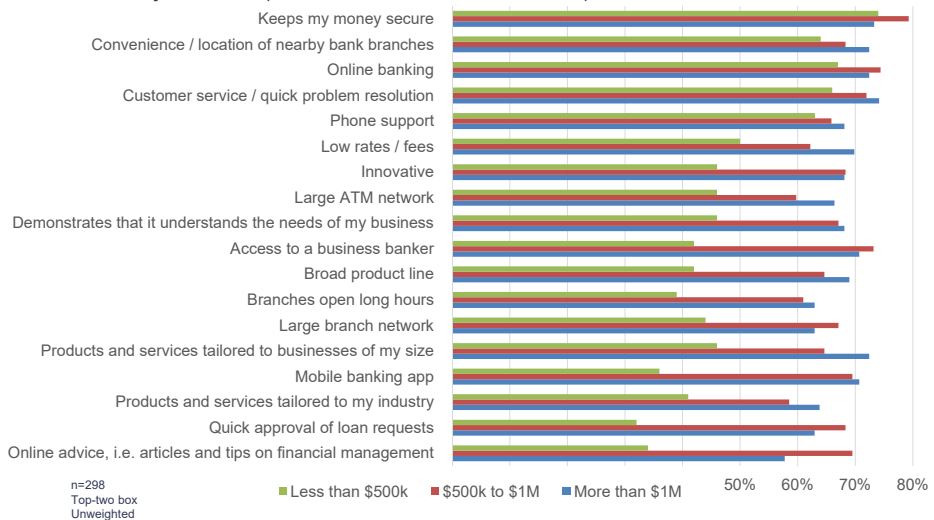
On a scale of 1 (not at all important) to 5 (extremely important), please rate the importance of each of these aspects of dealing with your primary business bank:

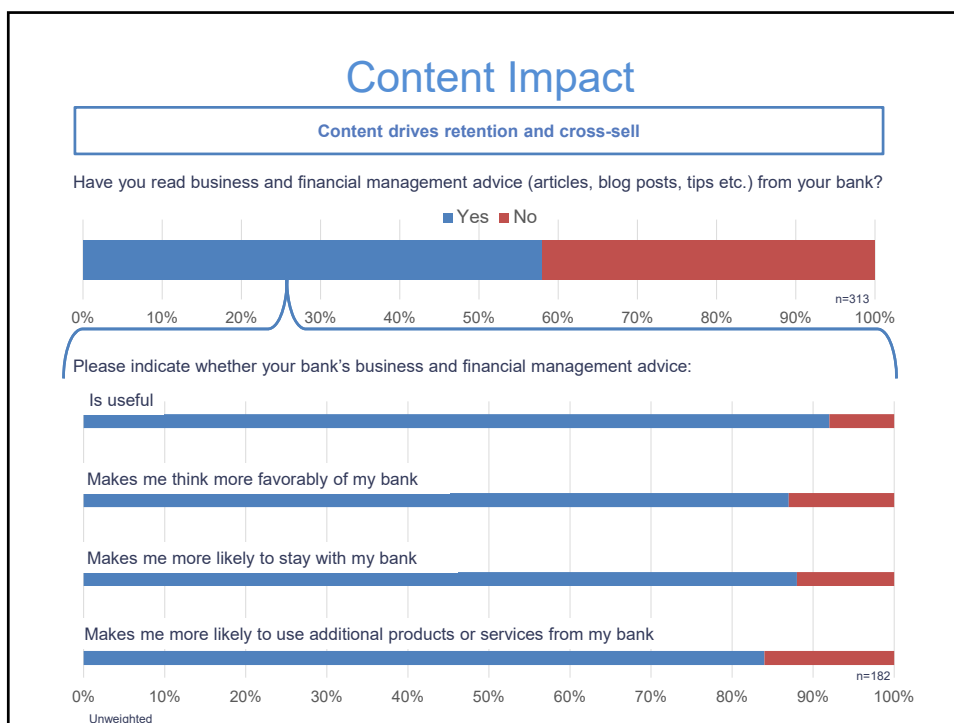
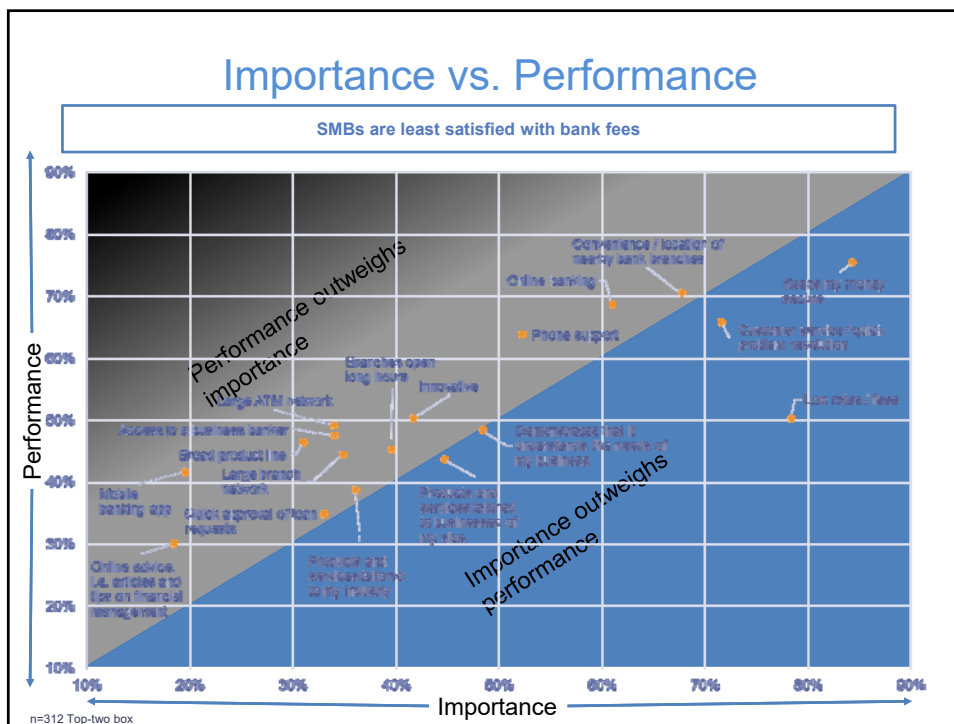


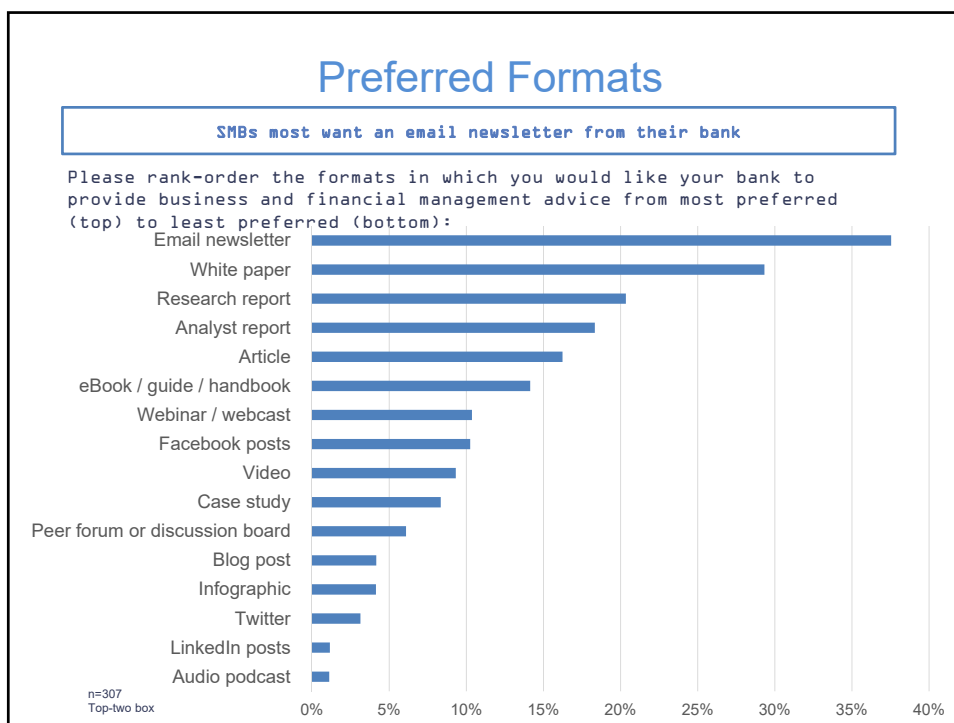
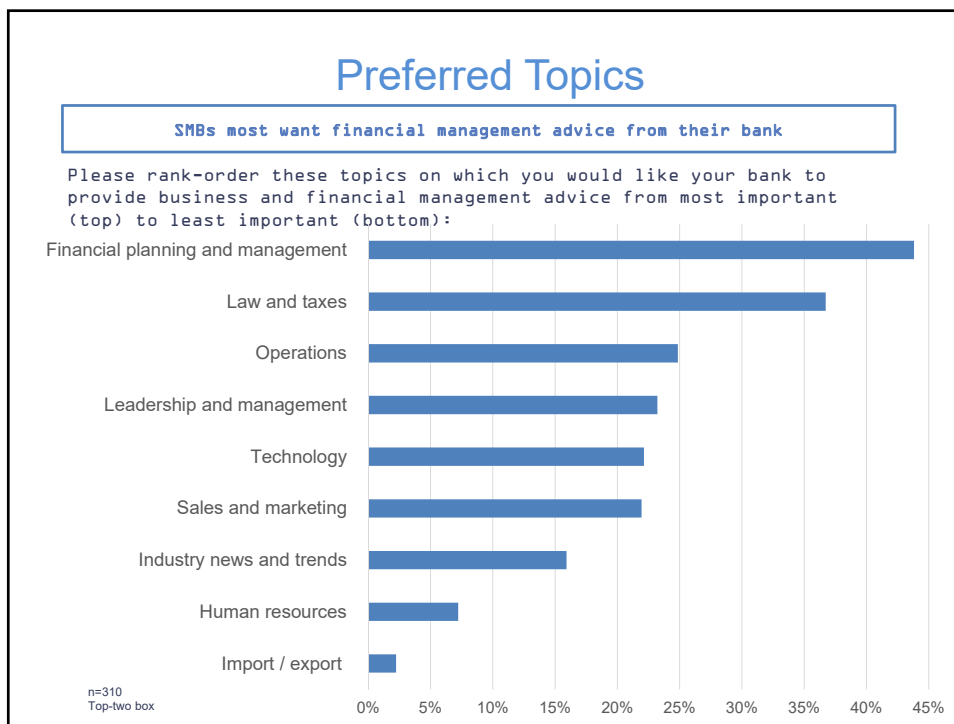
Performance: Company Revenue

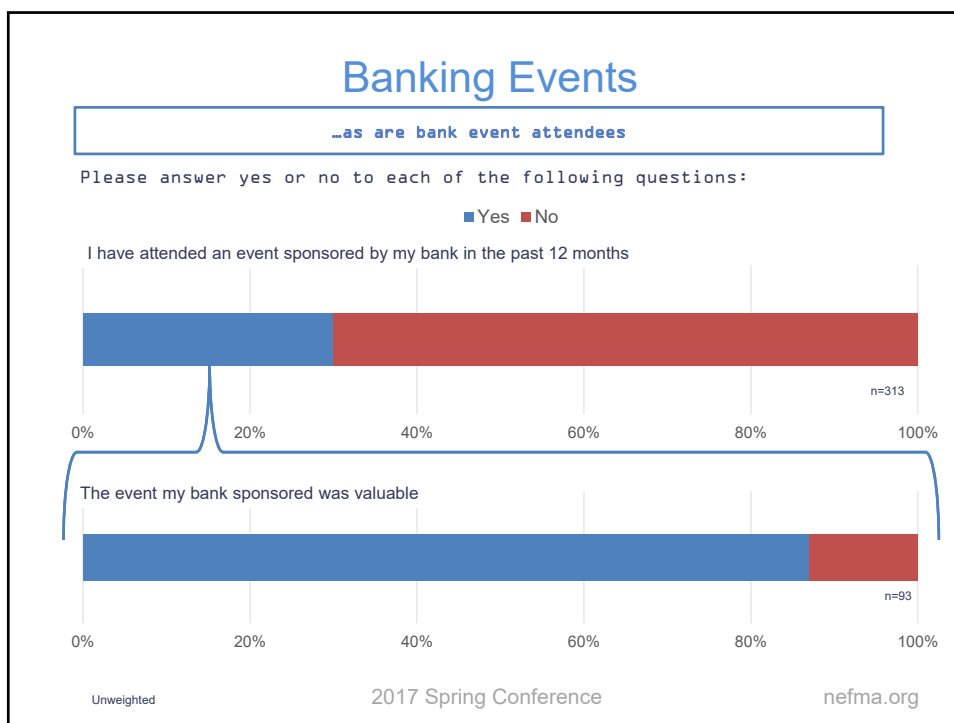
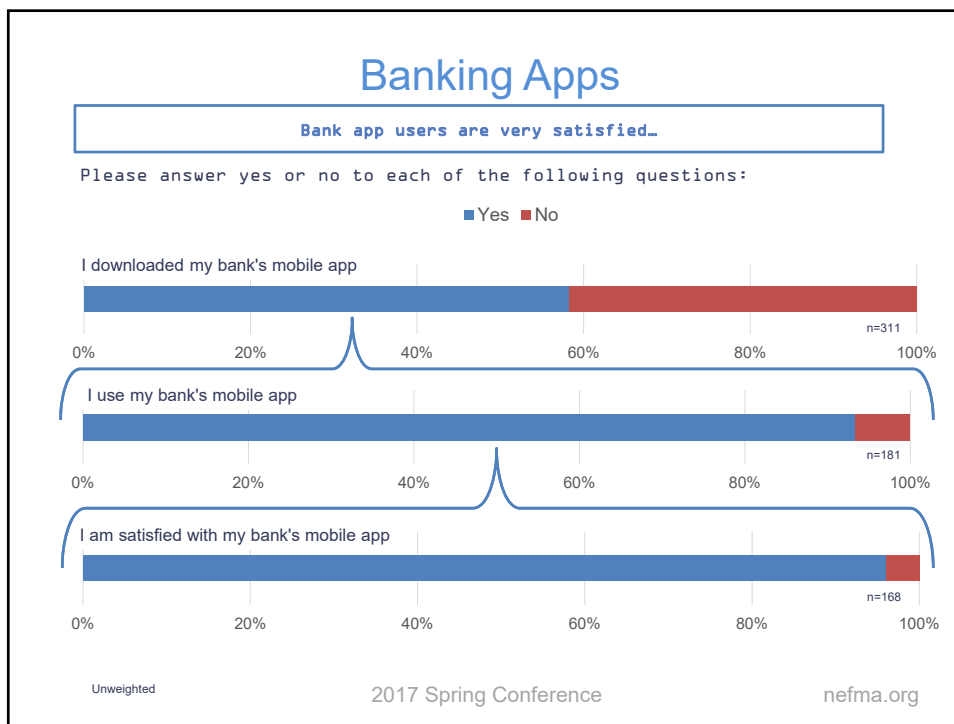
Larger SMBs are more satisfied

On a scale of 1 (not at all well) to 5 (extremely well), please rate how well your bank performs on each of these aspects:









Differentiating Your FI: 5 Tips

- 1 Understand your market
 - How do you perform on key banking attributes (including trust)
 - Who are they: title, company size, industry, pain points
- 2 Engage them with content
 - Email, resource center, white papers, analyst and research reports
 - Focus on financial management topics
 - Provide content accros the sales cycle
- 3 Ensure your content is unique and actionable
 - Easy to understand
 - Industry-specific, where possible
- 4 Offer an app
- 5 Make the most of events
 - Create your own local and/or online events
 - Attend/sponsor industry-specific events
 - Industry, law and taxes are popular topics
 - Equip event staff with print material



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Thank You



Stu Richards,
CEO
stu@bredin.com
Twitter:
@BredinInc



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