

# Digital Growth Masterclass: Maximizing Marketing ROI

James Robert Lay, CEO  
Digital Growth Institute

THE FINANCIAL BRAND

**FORUM**

# Three Goals for Today

1

Gain New  
Perspective  
and Insight

2

Establish a  
Strong  
Foundation

3

Leave  
With an  
Action Plan



# Today's Agenda

1:00 - 2:00: In session 

2:00 - 2:15: Break

2:15 - 3:15: In session

3:15 - 3:30: Break

3:30 - 4:00: In session

# Capture an Exponential IDEA



# EXPONENTIAL TECHNOLOGIES TRANSFORMED:



**How we connect  
and communicate**

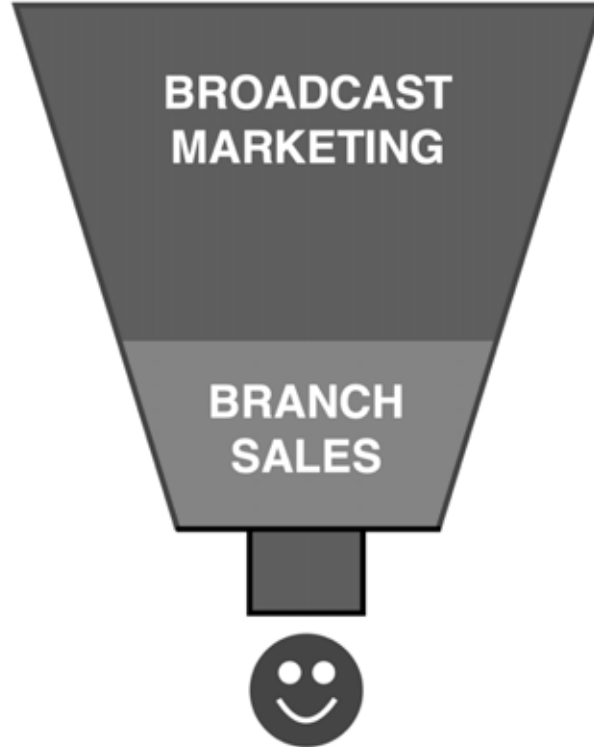


**The competitive  
landscape**



**Consumer beliefs  
and buying behavior**

# 1994 FINANCIAL BUYING JOURNEY



# 2014 FINANCIAL BUYING JOURNEY

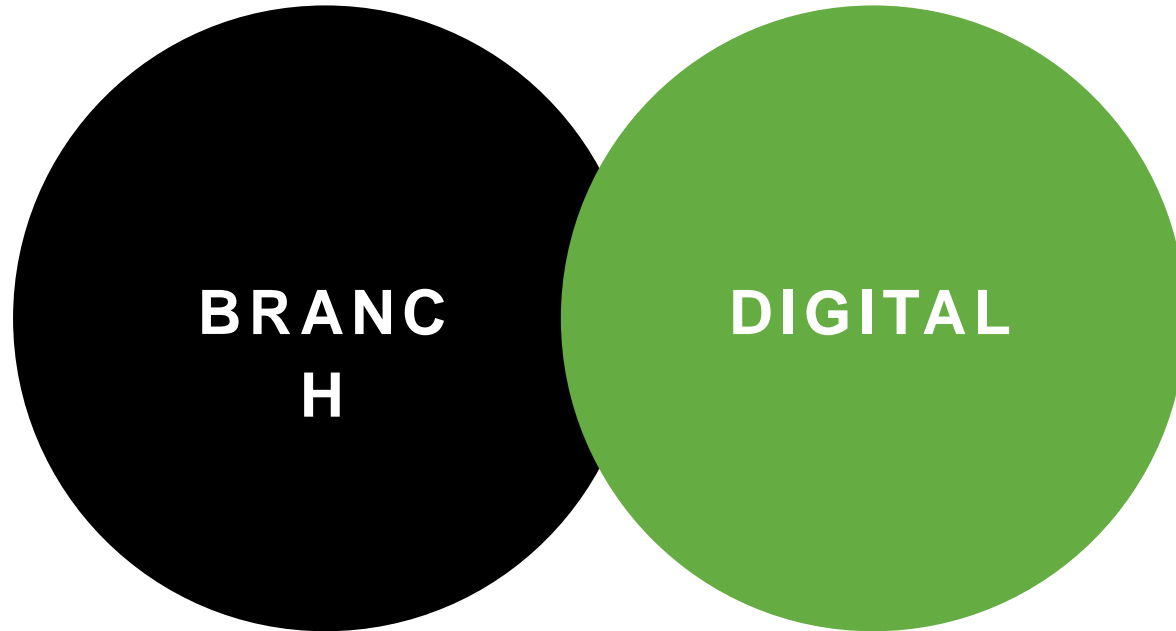


# 2024 FINANCIAL BUYING JOURNEY



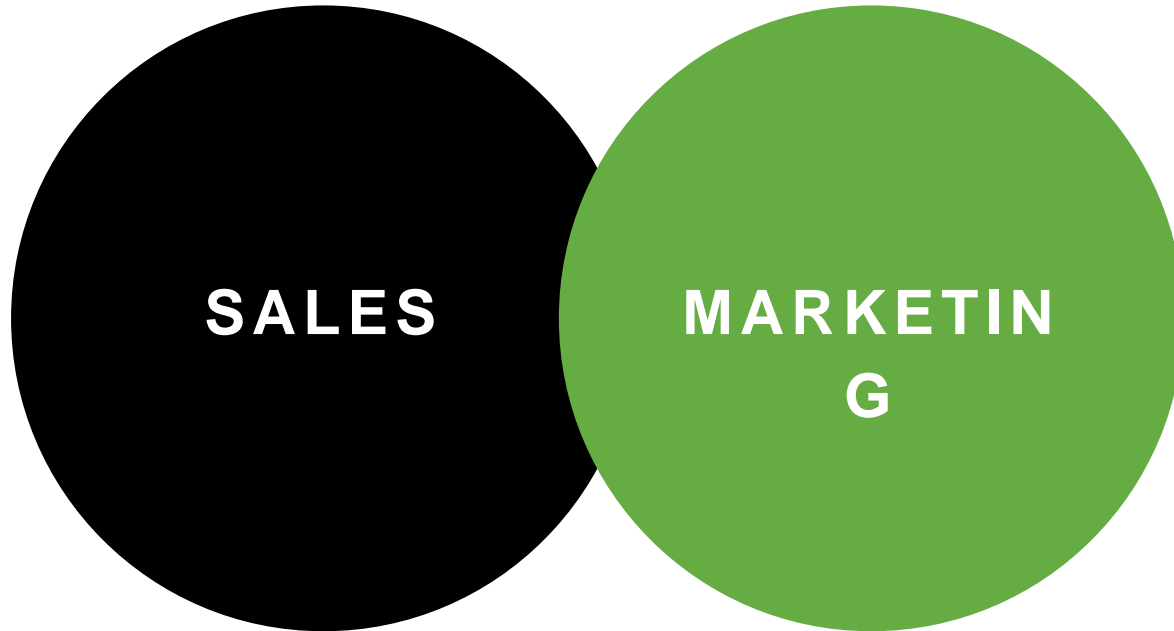


# TRANSFORM YOUR GROWTH MODELS



$$(EX + HX)(DX) = \text{GROWTH}$$

# TRANSFORM YOUR GROWTH MODELS



$$(EX + HX)(DX) = \text{GROWTH}$$

**What is  
digital  
growth?**



# THE FIVE TRANSFORMATIONS OF THE **EMOTIVE** BUYING JOURNEY FOR DIGITAL **GROWTH**

**AWARENESS**

**CONSIDERATION**

**PURCHASE**

**ADOPTION**

**ADVOCACY**

# THE FIVE TRANSFORMATIONS OF THE **EMOTIVE** BUYING JOURNEY FOR DIGITAL **GROWTH**



Confusion > Clarity

# THE FIVE TRANSFORMATIONS OF THE **EMOTIVE** BUYING JOURNEY FOR DIGITAL **GROWTH**



**AWARENESS**

Confusion > Clarity

**CONSIDERATION**

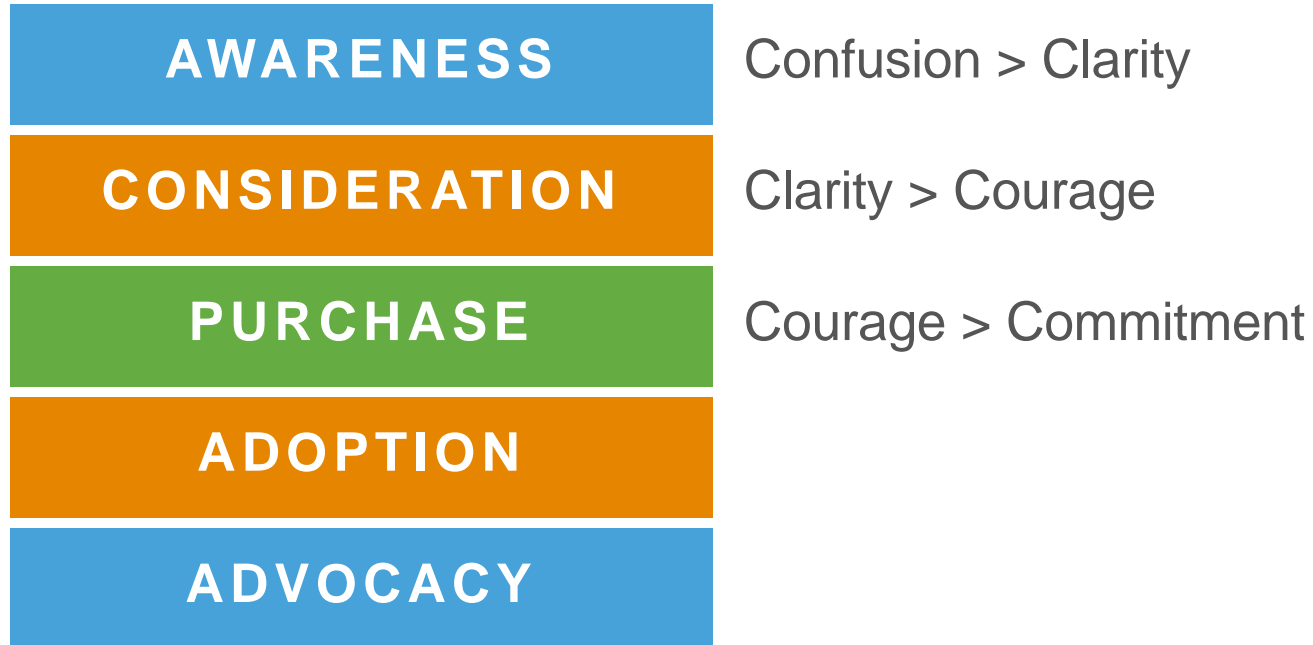
Clarity > Courage

**PURCHASE**

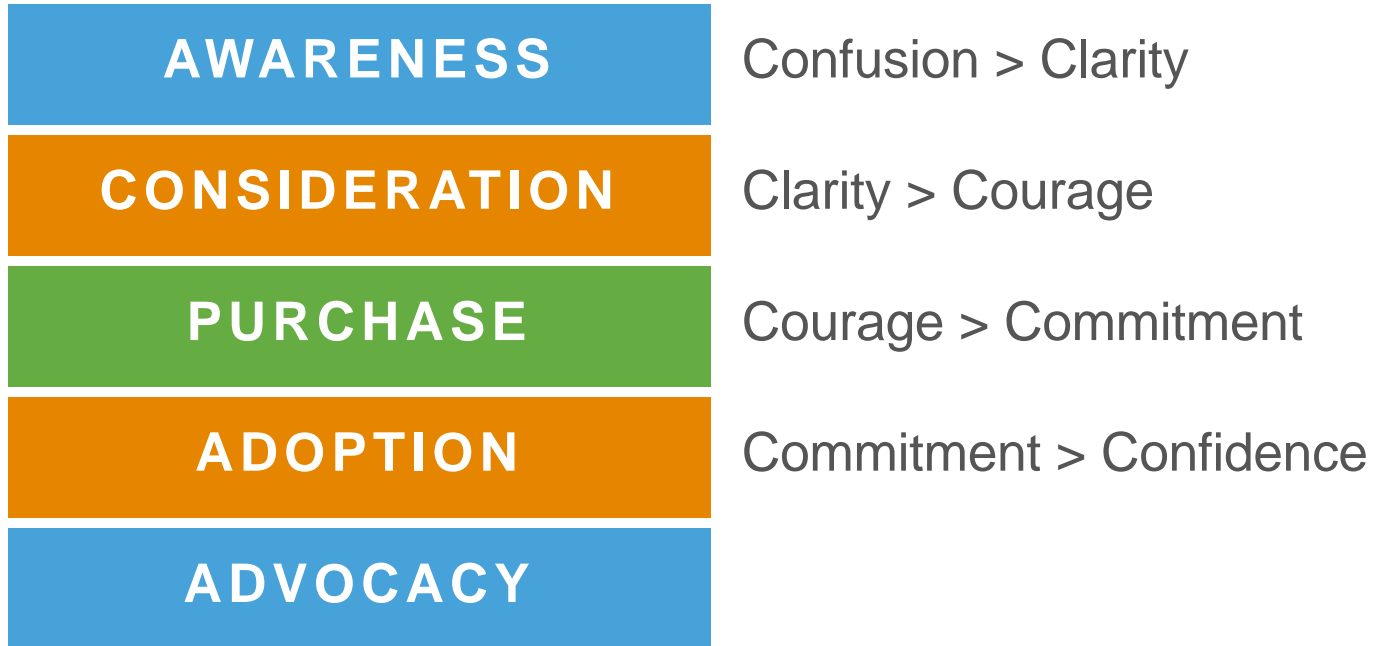
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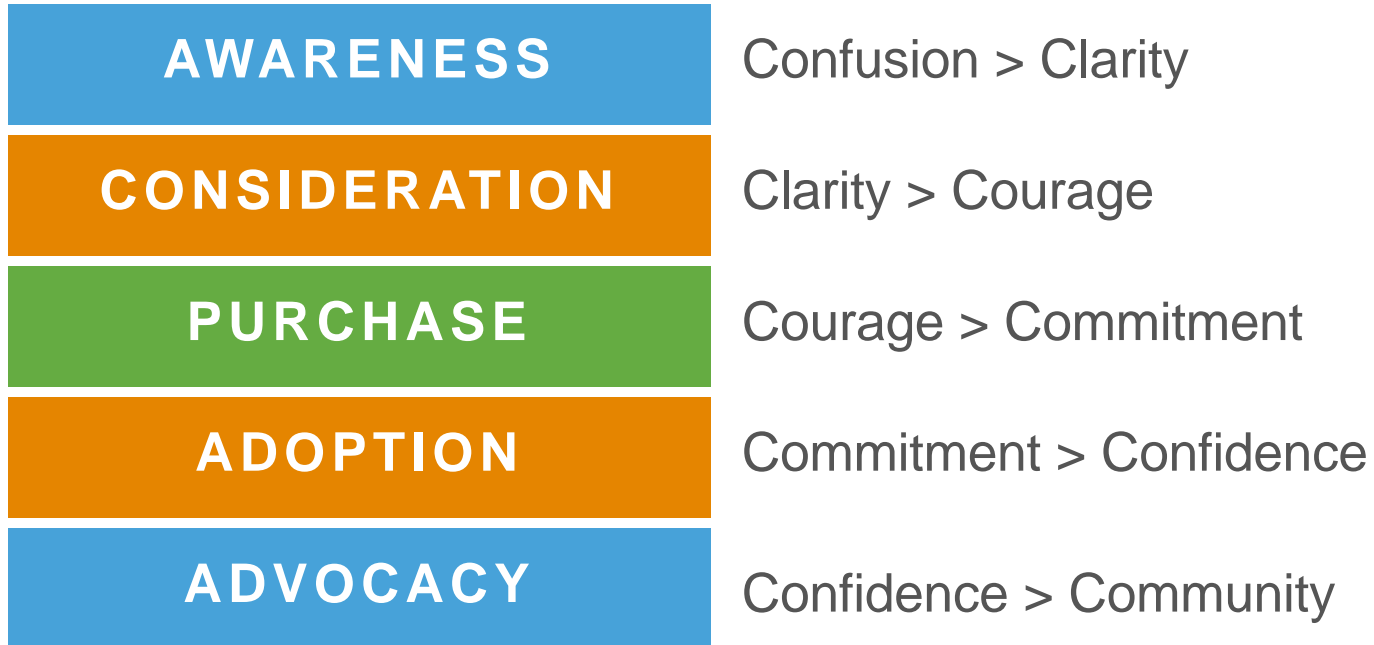


# THE FIVE TRANSFORMATIONS OF THE **EMOTIVE** BUYING JOURNEY FOR DIGITAL **GROWTH**





# THE FIVE TRANSFORMATIONS OF THE **EMOTIVE** BUYING JOURNEY FOR DIGITAL **GROWTH**



**Where are the  
biggest gaps in  
your buying  
journeys today?**



# The Digital Growth Engine

# The Digital Growth Engine



# The Digital Growth Engine




# The Digital Growth Engine




# The Digital Growth Engine



A photograph of a silver laptop on a white desk. The laptop screen is open and displays the text "What gets measured improves." in a black, sans-serif font. To the left of the laptop is a light-colored wooden pencil holder containing two green pencils. To the right is a dark grey or black cup. The background is a light grey wall with vertical paneling. The overall scene is a clean, modern workspace.

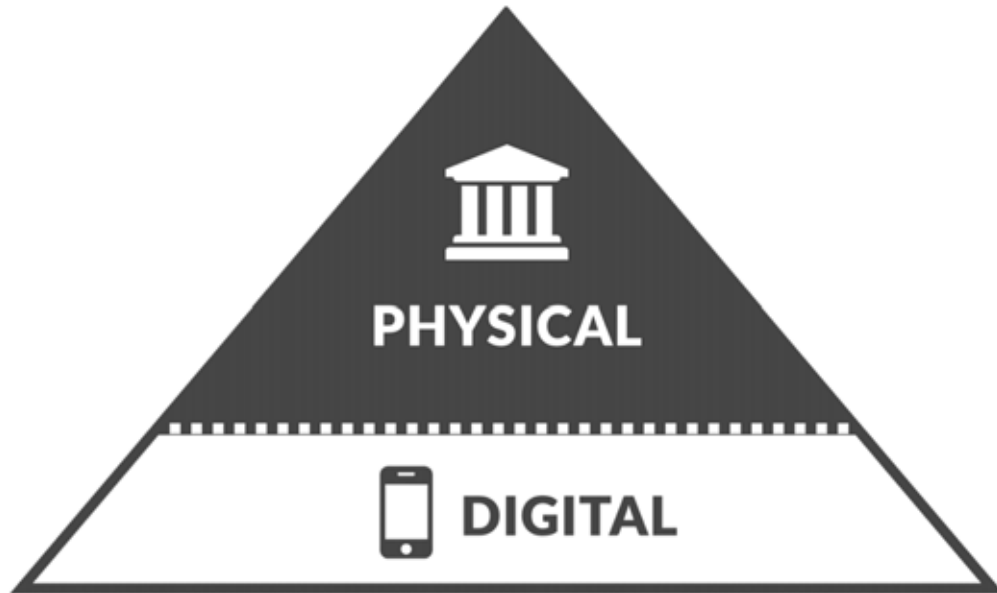
What gets measured  
improves.



A photograph of a silver laptop on a white desk. The laptop screen is open and displays the text "What gets measured, reported, and optimized improves exponentially." in a black, sans-serif font. To the left of the laptop is a light-colored wooden pencil holder containing two dark pencils. To the right is a dark blue or black cup. The background is a light-colored wall with vertical paneling.

What gets measured,  
reported, and optimized  
improves exponentially.

# RETAIL BANKING BECOMES DIGITAL RETAIL



# RETAIL BANKING BECOMES DIGITAL RETAIL



# DIGITAL RETAIL

## Secret Shop Your Website

(86% of financial brands have never done this)

# **Website Secret Shopping Secrets**



# BIG DATA VS. THICK DATA



**BIG DATA: WHAT**  
Quantitative

**THICK DATA: WHY**  
Qualitative

## Qualitative



## Quantitative



**How many people  
do you need to  
secret shop your  
website?**





# 5

**WEBSITE SECRET  
SHOPPERS**

# 5

WEBSITE SECRET  
SHOPPERS

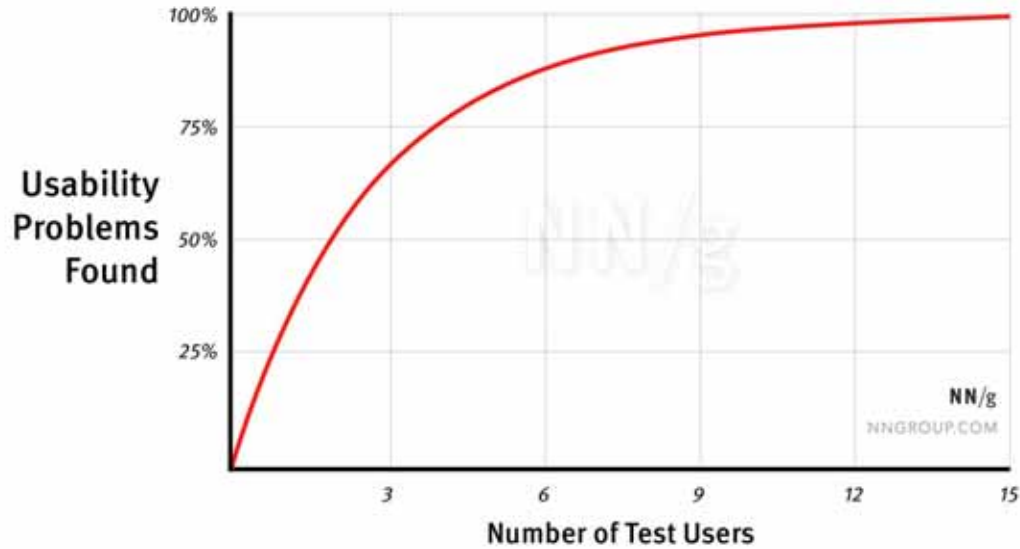


# 85%

OF **GAPS** AND  
**OPPORTUNITIES**

# LAW OF DIMINISHING RETURNS

## 5 Users: The Optimal Sample Size for Qualitative Usability Studies



# SEVEN WEBSITE SECRET SHOPPING QUESTIONS

1. Do you feel like you can trust XYZ?
2. How does what you see right now make you feel about XYZ?
3. What makes you feel most confused and frustrated?
4. What makes you feel most clear and confident?
5. What do you find to feel is most helpful for you?
6. What is missing that would make the page even better?
7. Where would you go next?

# SECRET SHOP YOUR WEBSITE EVERY 90 DAYS



# EXPAND YOUR SECRET SHOPPING STUDIES



Applications



Landing  
Page



Emails



Digital Ads



Social Posts

# THREE **CALLS-TO-ACTION** TO GUIDE PEOPLE THROUGH THE **EMOTIVE** BUYING JOURNEY

CLARITY CTA  
Awareness

Confusion > Clarity

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**TRANSITIONAL CTA**  
Consideratio

Clarity > Courage



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Consideratio

Clarity > Courage

**PRIMARY CTA**  
Purchas

Courage > Commitment

INCREASE DIGITAL LEADS BY AS MUCH AS

**1500%**

**2%**

For most websites, only  
2% of traffic **converts**  
on the first visit.

# Capture an Exponential IDEA



# THREE **CALLS TO ACTION** TO GUIDE PEOPLE THROUGH THE **EMOTIVE** BUYING JOURNEY

**CLARITY CTA**  
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Confusion > Clarity

**TRANSITIONAL CTA**  
Consideration

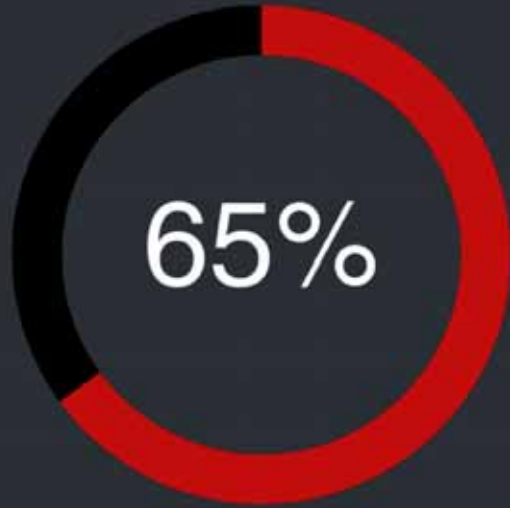
Clarity > Courage

**PRIMARY CTA**  
Purchase

Courage > Commitment



Up to 97% of consumers **abandon** loan applications.



to 75% of consumers **abandon**  
new account applications.



of banks and credit unions **have NOT mapped out** digital consumer buying journeys.





of banks and credit unions **do NOT have** a defined digital application abandonment process.

# Digital Growth Pre-App System™

$$(EX + HX)(DX) = \text{GROWTH}$$

A background graphic consisting of a network of blue lines and dots, resembling a molecular structure or a digital network, set against a light blue gradient.

# **Digital Growth Pre-App System™ Technology Stack**

**CMS + MA + CRM**

# Map the Digital **Growth** Pre-App Method™

**How many loans  
and deposits is  
your website  
losing?**



**Annual checking page visits: 120,000 visits**

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**Apply call-to-action CTR of 25%: 30,000 clicks**

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**Application abandonment rate of 70%: 7,350 abandoned app**

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**Pre-app form conversion rate of 35%: 10,500 start application**

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**Pre-app email conversion rate of 3.5%: 257 complete app**

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**Pre-app form conversion rate of 35%: 10,500 start application**

**Application abandonment rate of 70%: 7,350 abandoned app**

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**Average CLTV of \$2,556\*: \$656,892 of additional CLTV added**

\*Source: Your Data Connect

# Capture an Exponential IDEA





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Awareness

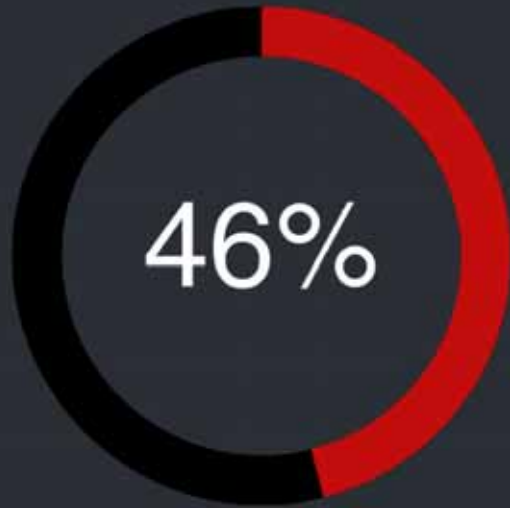
Confusion > Clarity

**TRANSITIONAL CTA**  
Consideratio

Clarity > Courage

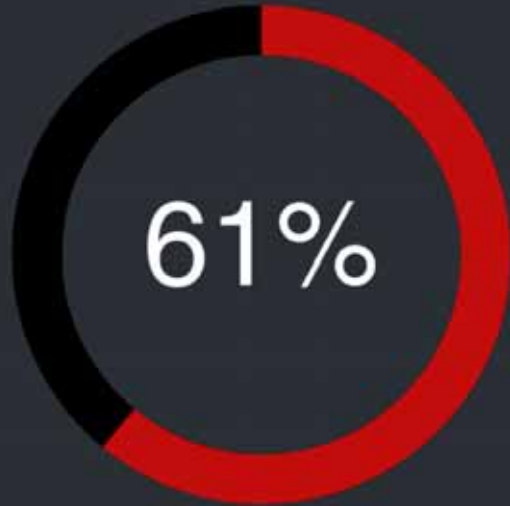
**PRIMARY CTA**  
Purchas

Courage > Commitment



of consumers **think about switching** or opening a new account **2-3 months before they take action.**





of those applying for a loan **feel anxious, stressed and/or afraid** at some point **before or during** the loan application **process.**

# HX

**Human interaction**, even if only online, is the **most influential** source for banking shoppers.

# Digital Growth Callback System<sup>TM</sup>

$$(EX + HX)(DX) = \text{GROWTH}$$

The background of the slide features a complex network of thin blue lines connecting various nodes, creating a web-like structure. The nodes are represented by small blue dots of varying sizes, and the lines are thin and light blue. The overall aesthetic is clean and modern, typical of digital or technology-themed presentations.

# **Digital Growth Callback™ Technology Stack**

**CMS + MA + CRM +  
Website Callback Platform**

# Map the Digital **Growth** Callback Method™

**How many loans  
and deposits is  
your website is  
losing each  
month?**



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**Callback form conversion rate of 20%: 1,250 request callback**

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**Callback call-to-action CTR of 5%: 6,000 clicks**

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**Average CLTV of \$2,556\*: \$3,195,000 of CLTV added to pipeline**

\*Source: Your Data Connect

# Capture an Exponential IDEA



# THREE **CALLS TO ACTION** TO GUIDE PEOPLE THROUGH THE **EMOTIVE** BUYING JOURNEY

**CLARITY CTA**  
Awareness

Confusion > Clarity

**TRANSITIONAL CTA**  
Consideration

Clarity > Courage

**PRIMARY CTA**  
Purchase

Courage > Commitment

9

Consumers use an average of  
**9 different sources of  
information** to help them make  
a financial purchase decision.



of people who bought homes within the previous year did research online **before reaching out to a lender.**




of mortgage customers visit **more than one third-party** site when shopping for a loan.

# Digital Growth Buying Guide System™

$(EX + HX)(DX) = \text{GROWTH}$





# **Digital Growth Buying Guide™ Technology Stack**

**CMS + MA + CRM +  
Banking on Expertise Method**

# Map the Digital **Growth** Buying Guide Method™

**Download Buying Guide > Schedule Expert Meeting**

**Personalize Home Page and Login Page**

**How many loans  
and deposits is  
your website is  
losing each  
month?**



**Annual mortgage page visits: 120,000 visits**

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**Average CLTV of \$3,000: \$2,940,000 of CLTV added to pipeline**



# Capture an Exponential IDEA



**Why should I open  
an account or apply  
for a loan at your  
financial brand?**



**Are you guilty of  
narcissistic  
marketing and  
sales?**



# What is narcissistic marketing & sales?



A FINANCIAL  
INSTITUTION

# What is narcissistic marketing & sales?



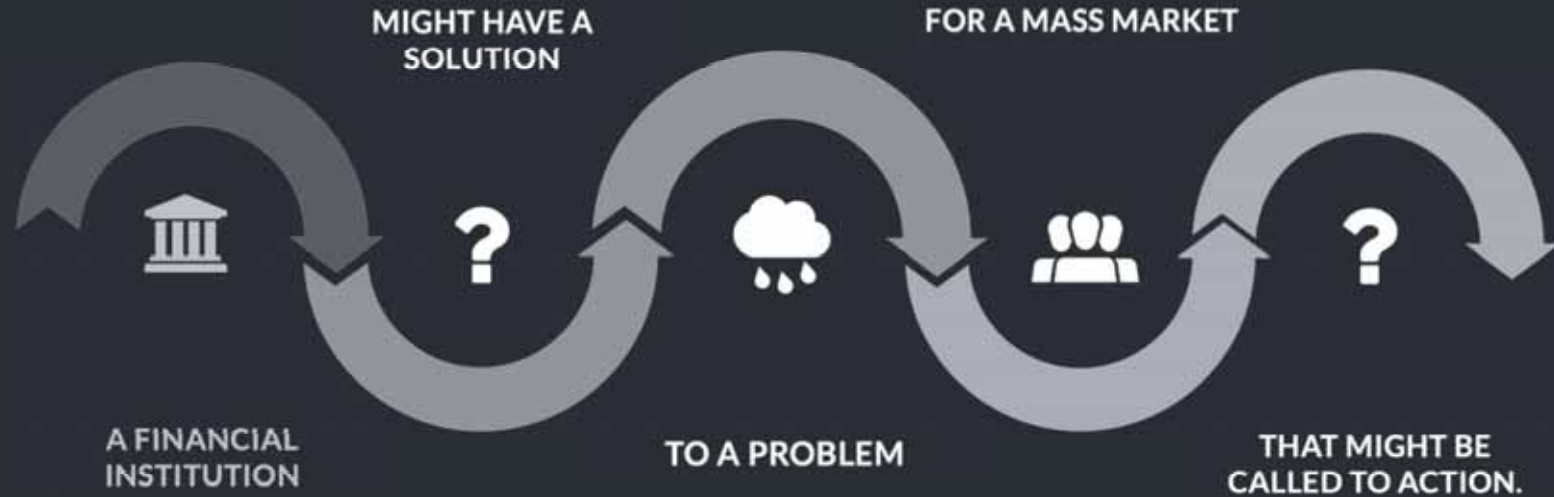
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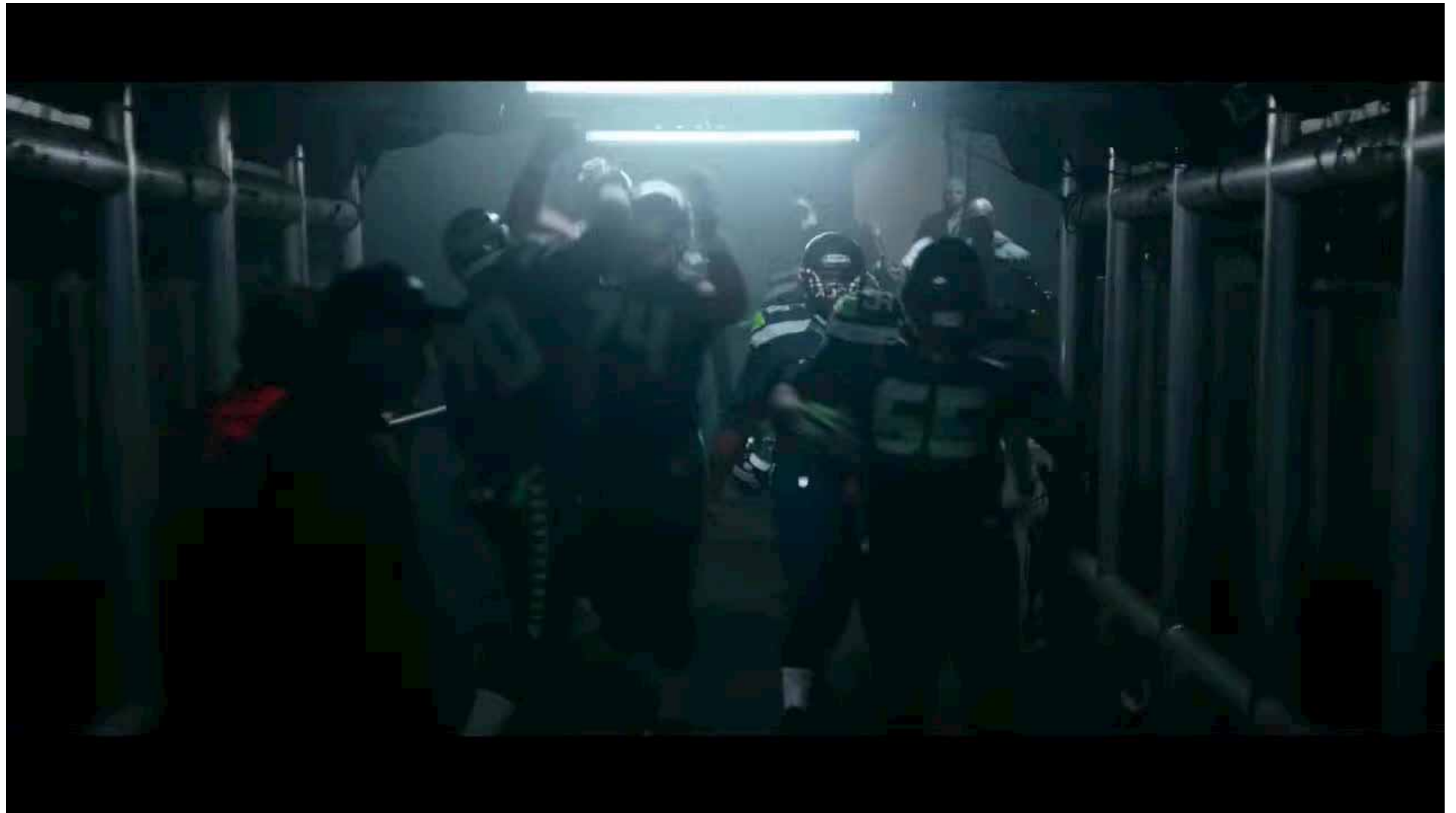




**Who is the hero  
in this narrative?**





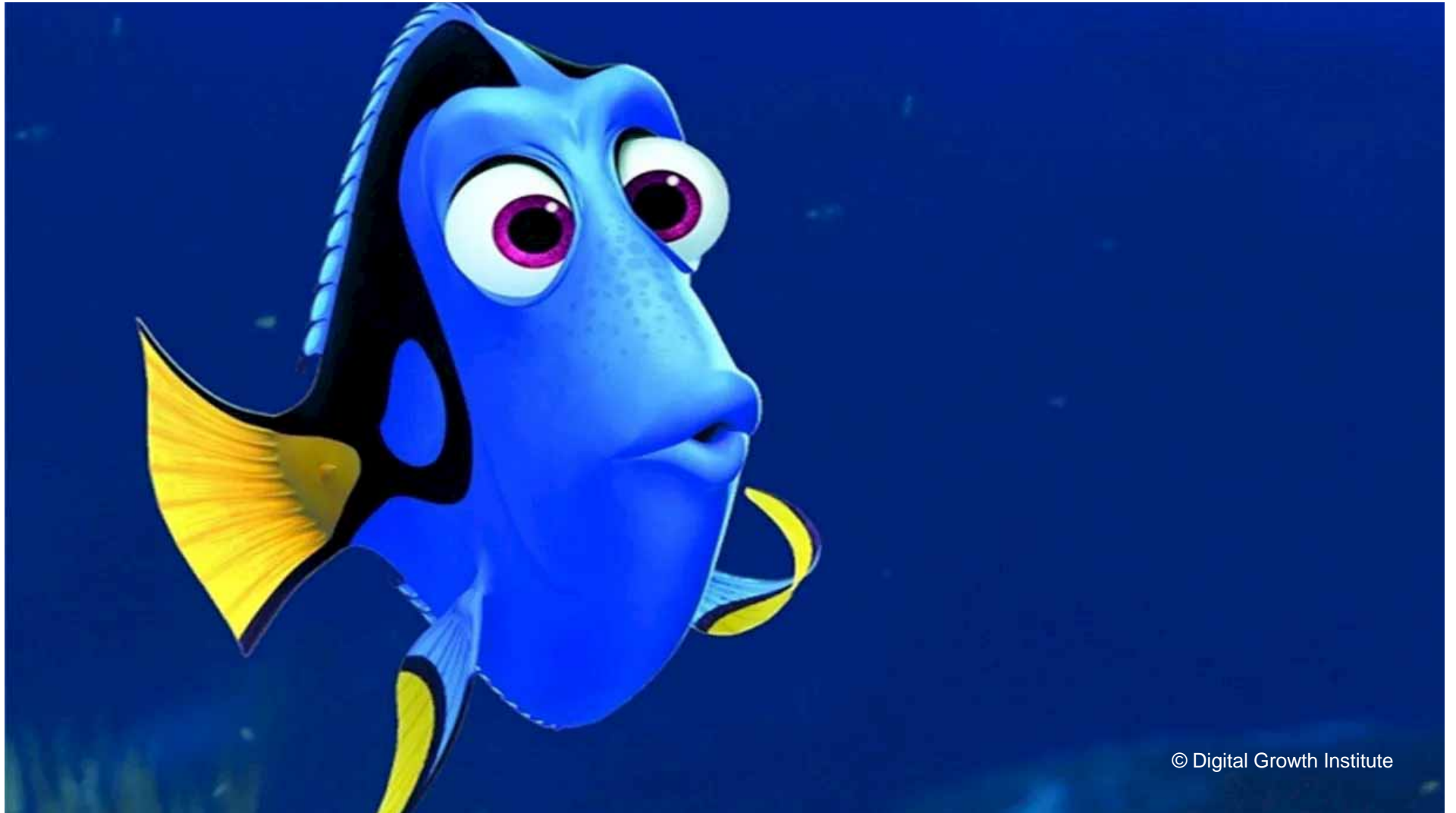


**Every hero needs  
a helpful and  
empathetic guide.**







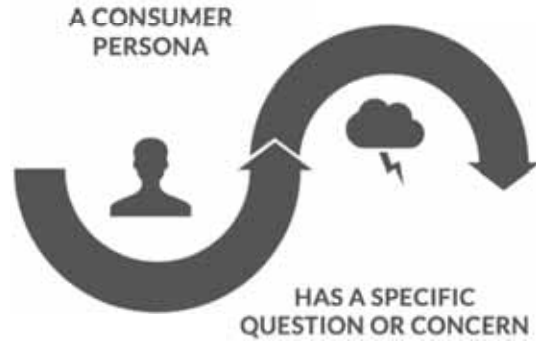




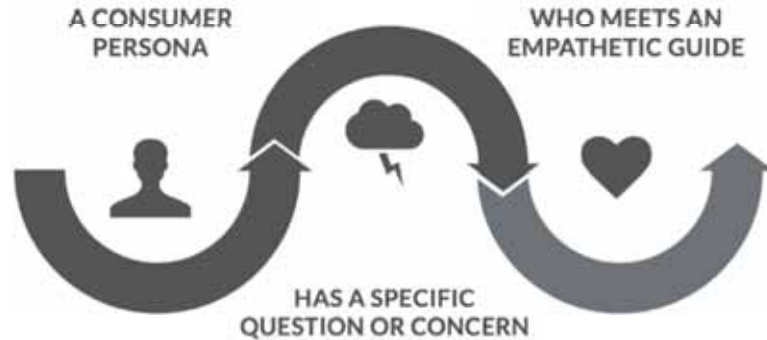
# The StorySelling Method



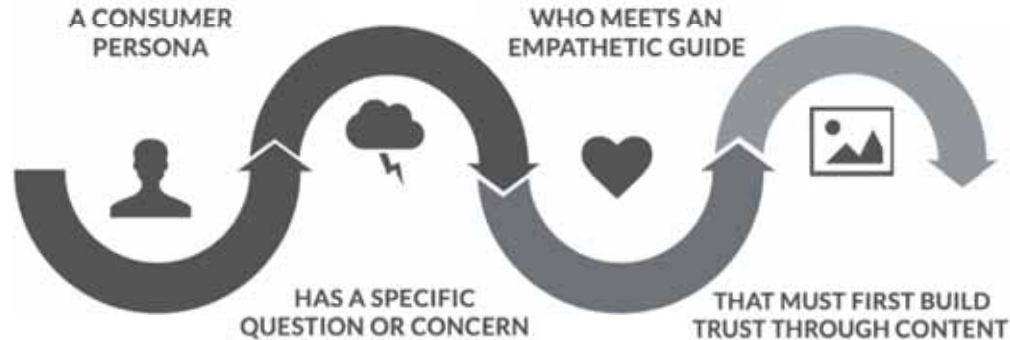
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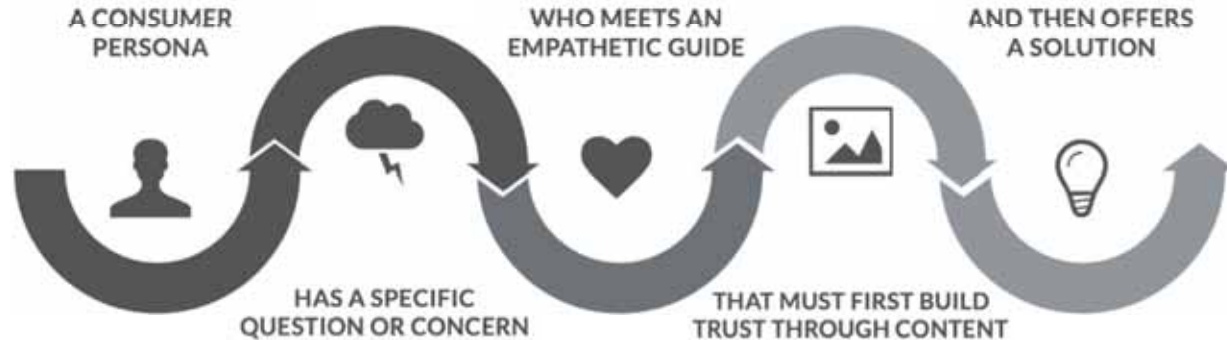
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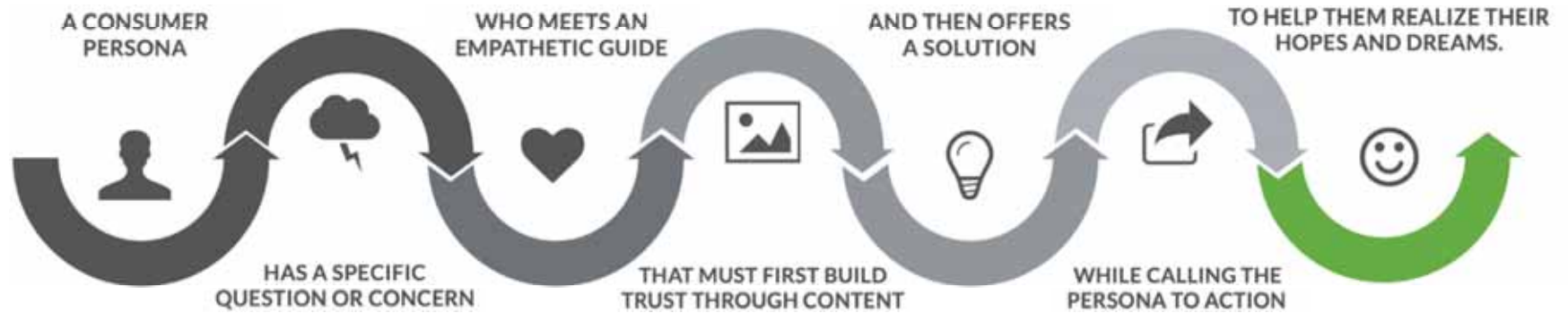
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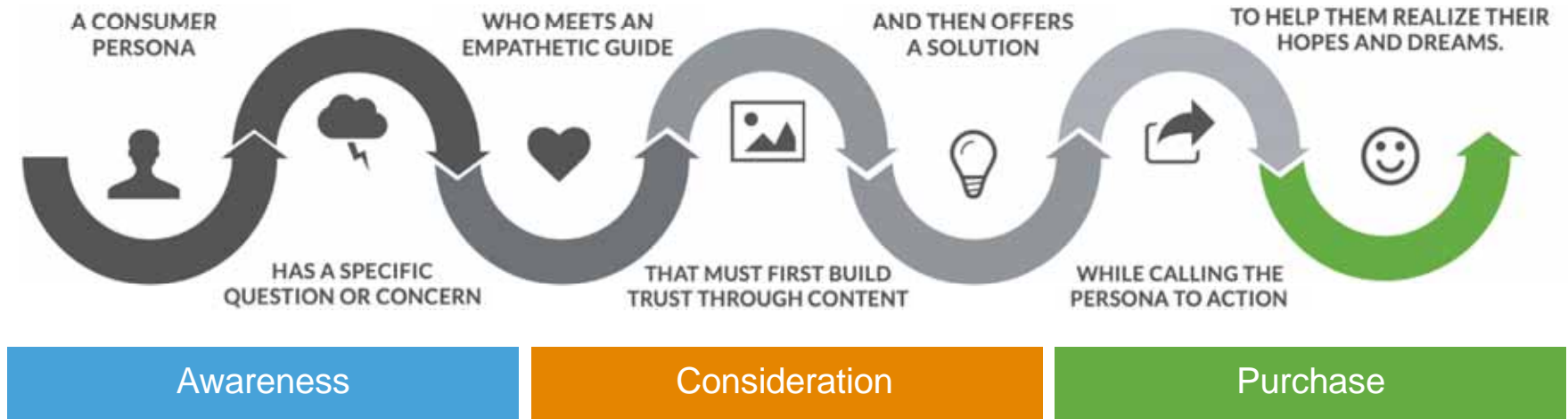
# The StorySelling Method



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# The StorySelling Method



THAT MUST FIRST BUILD  
TRUST THROUGH CONTENT

Awareness

Consideration

Purchase

# The Digital Growth Engine



# Banking on Expertise Method<sup>TM</sup>

$$(EX + HX)(DX) = \text{GROWTH}$$

# Map the Digital **Growth** Buying Guide Method™

**Download Buying Guide > Schedule Expert Meeting**

# Banking on **Expertise** Method Technology Stack



# Capture an Exponential IDEA





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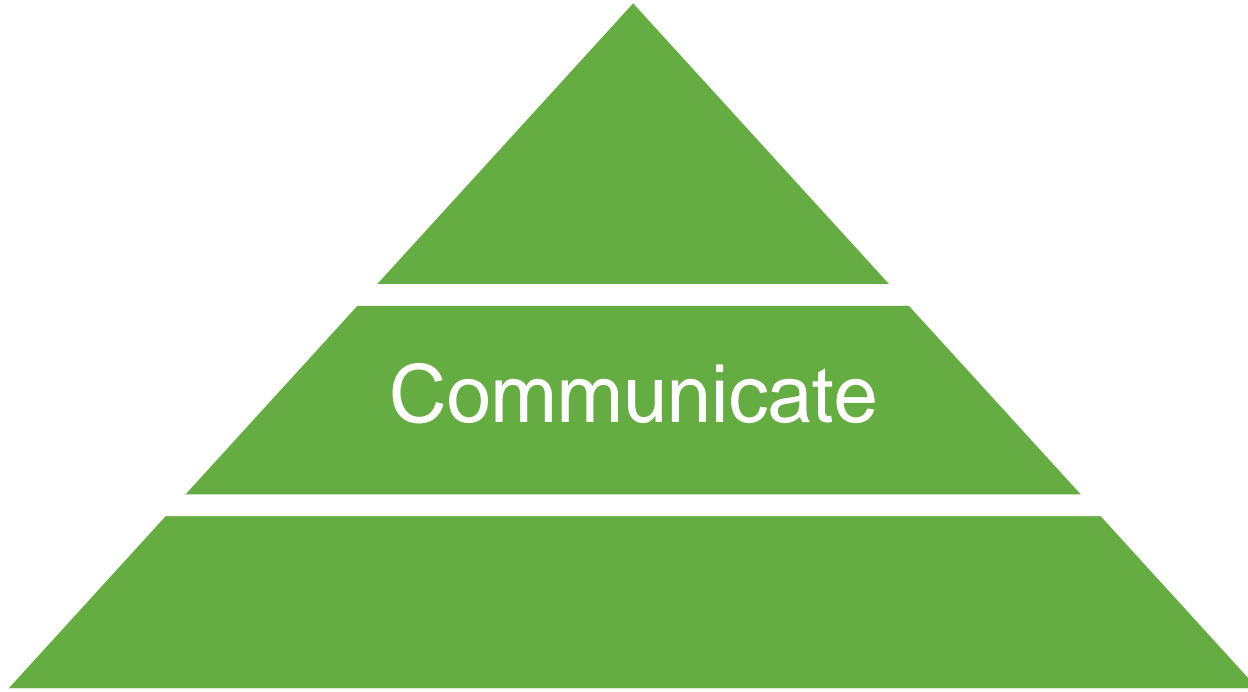
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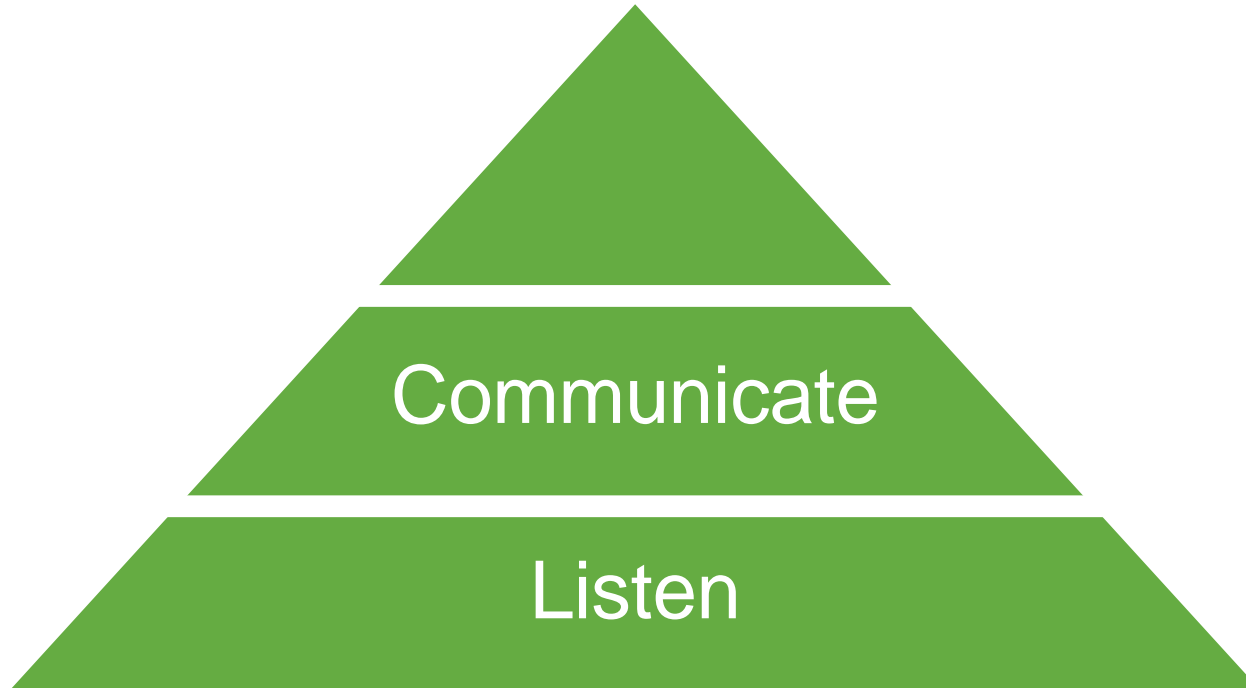
**How would  
you define  
marketing in  
one word?**



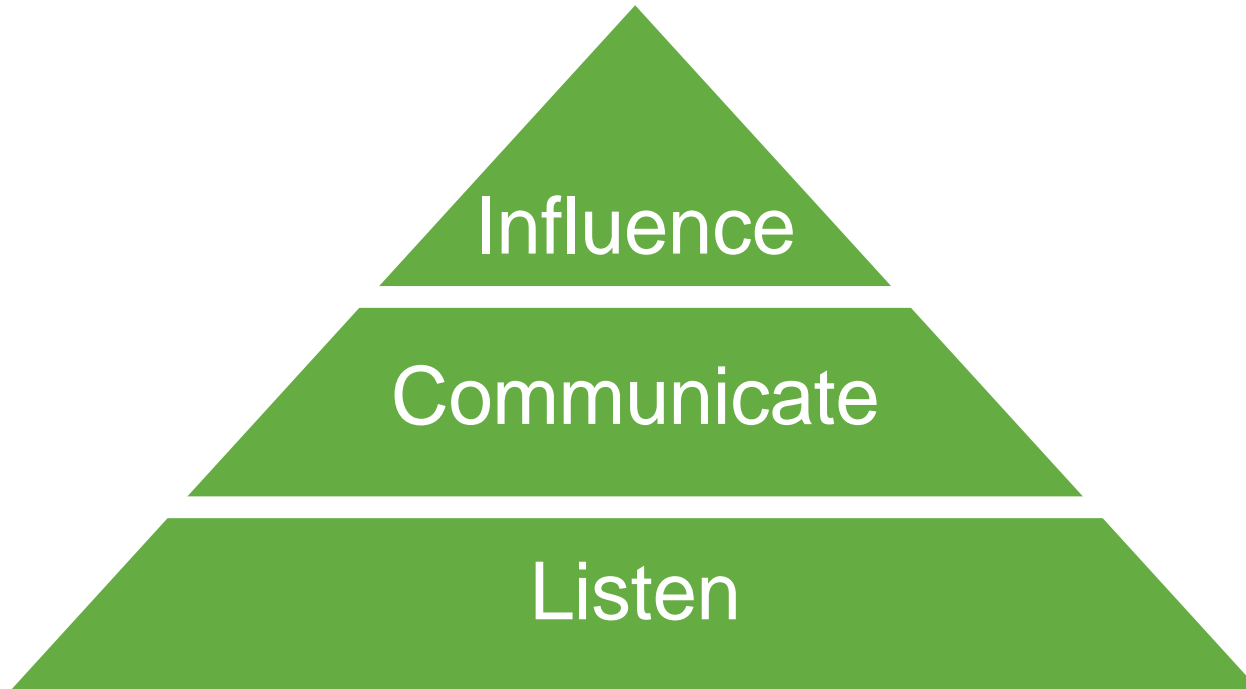
# THE THREE LEVELS OF MARKETING + SALES + LEADERSHIP



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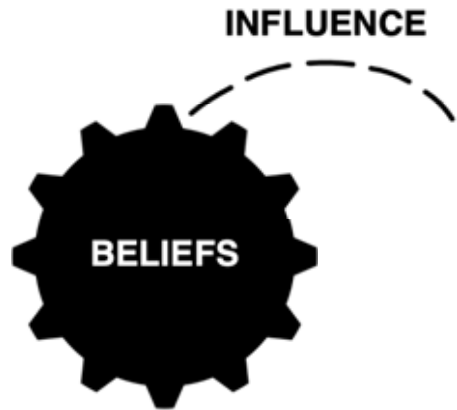


**What are we really  
influencing?**

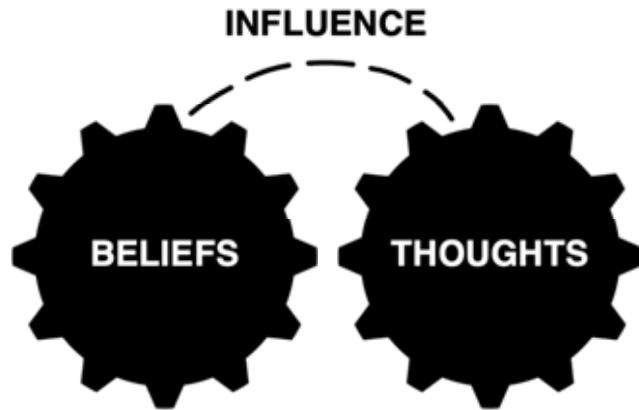


# TRANSFORMING Behaviours + Beliefs

# THE PROCESS OF HUMAN TRANSFORMATION

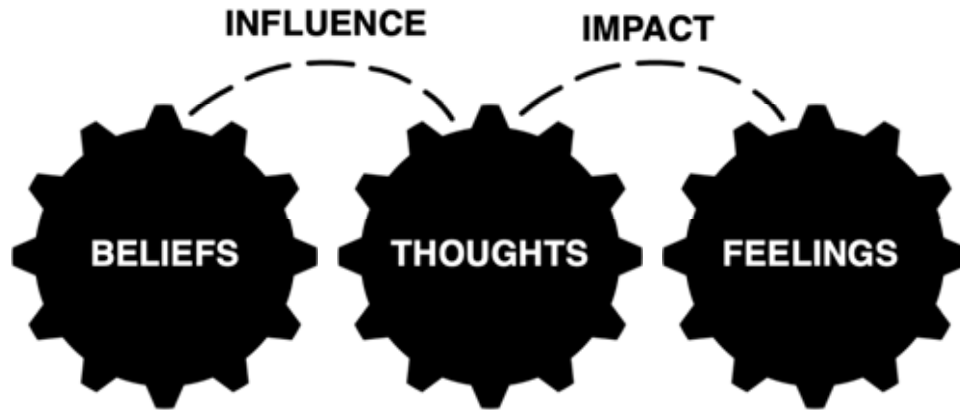


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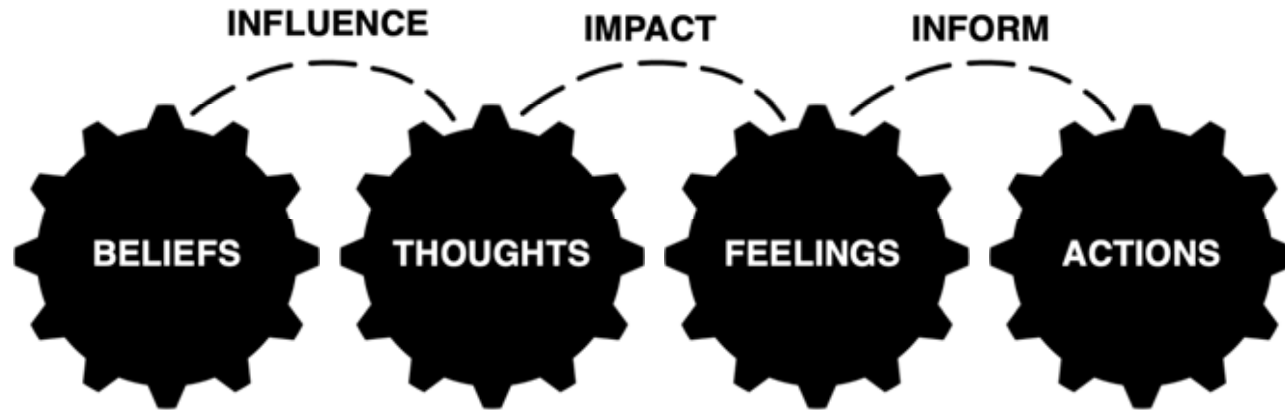




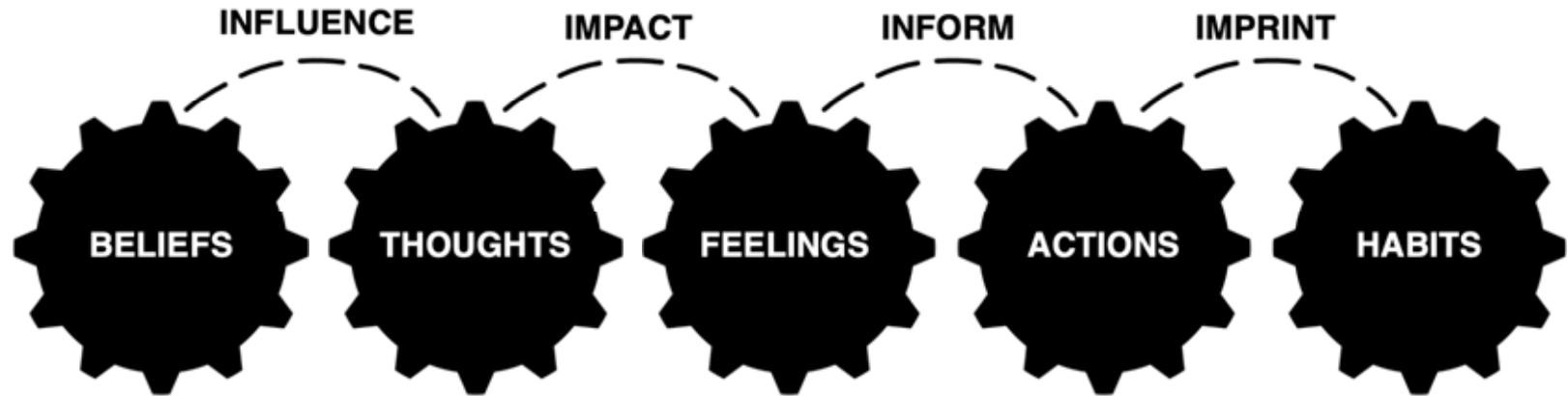
# THE PROCESS OF HUMAN TRANSFORMATION



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# THE PROCESS OF HUMAN TRANSFORMATION



# The Four Steps of Human Transformation



**SEE**

# The Four Steps of Human Transformation



**SEE**



**THINK**

# The Four Steps of Human Transformation



**SEE**



**THINK**



**FEEL**

# The Four Steps of Human Transformation



**SEE**



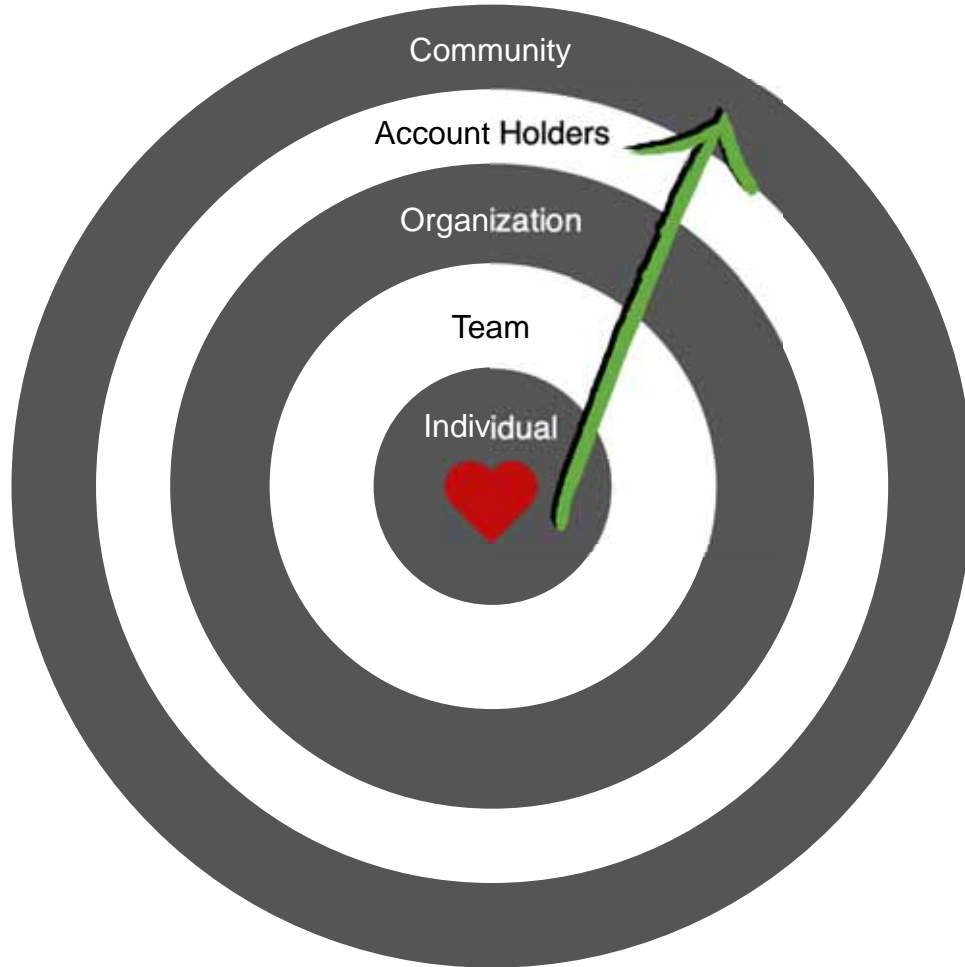
**THINK**



**FEEL**



**ACT**



**All transformation  
must begin within.**



# Transform



# Transform



# The Exponential IDEA(S) Framework

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1. **Insights:** What are the top five insights you gained today?

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1. **Insights:** What are the top five insights you gained today?
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3. **Expand:** Why will these three create the greatest value?
4. **Action:** What small steps will you take to turn your insights into action?
5. **Share:** Who must you share your ideas and actions with?



# Three Actions

1. Close the abandoned application gap with automation
2. Bridge the human-digital divide with expertise
3. Leverage AI to create human-centric content