

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**

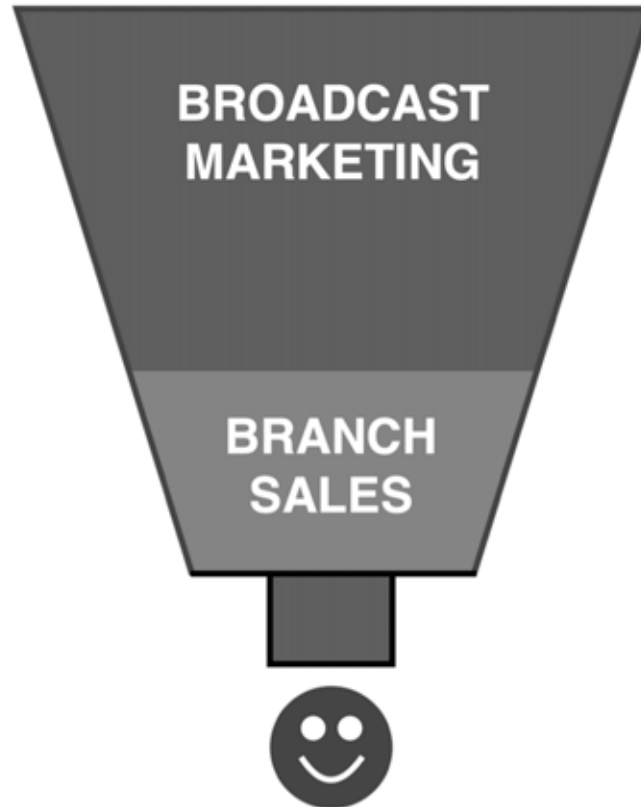


**The competitive
landscape**



**Consumer beliefs
and buying behavior**

1994 FINANCIAL BUYING JOURNEY



2014 FINANCIAL BUYING JOURNEY



**BRANC
H**

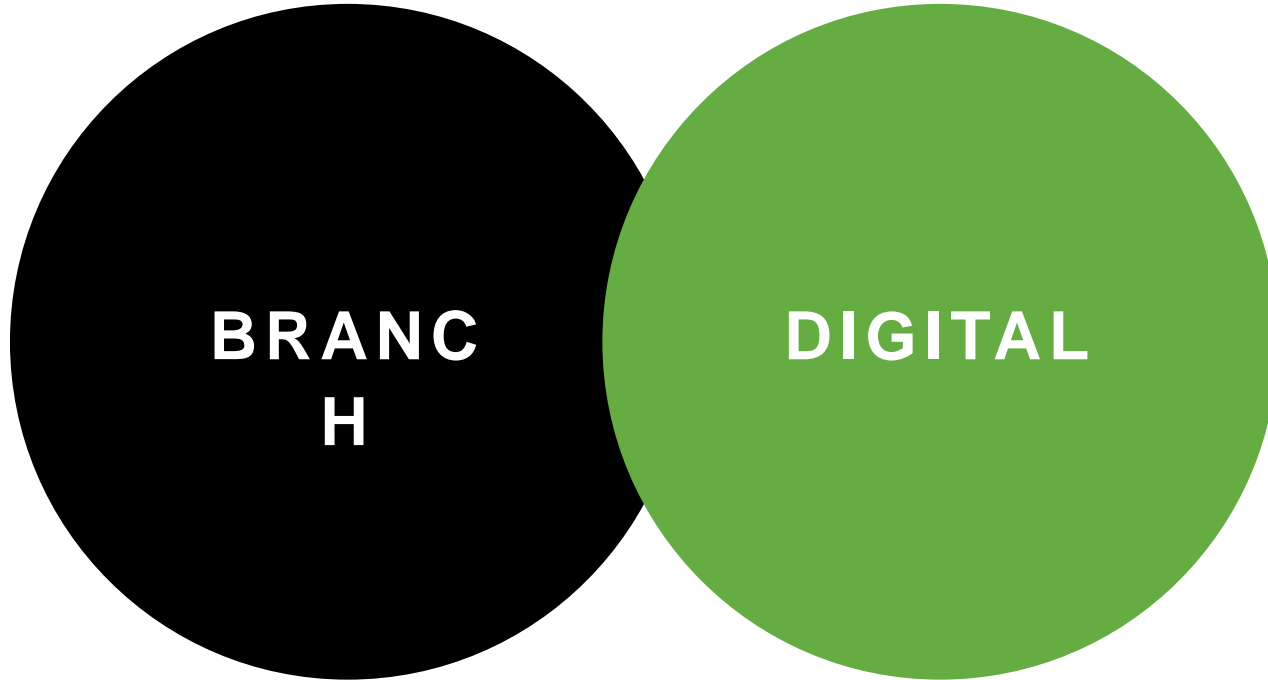


DIGITAL

2024 FINANCIAL BUYING JOURNEY

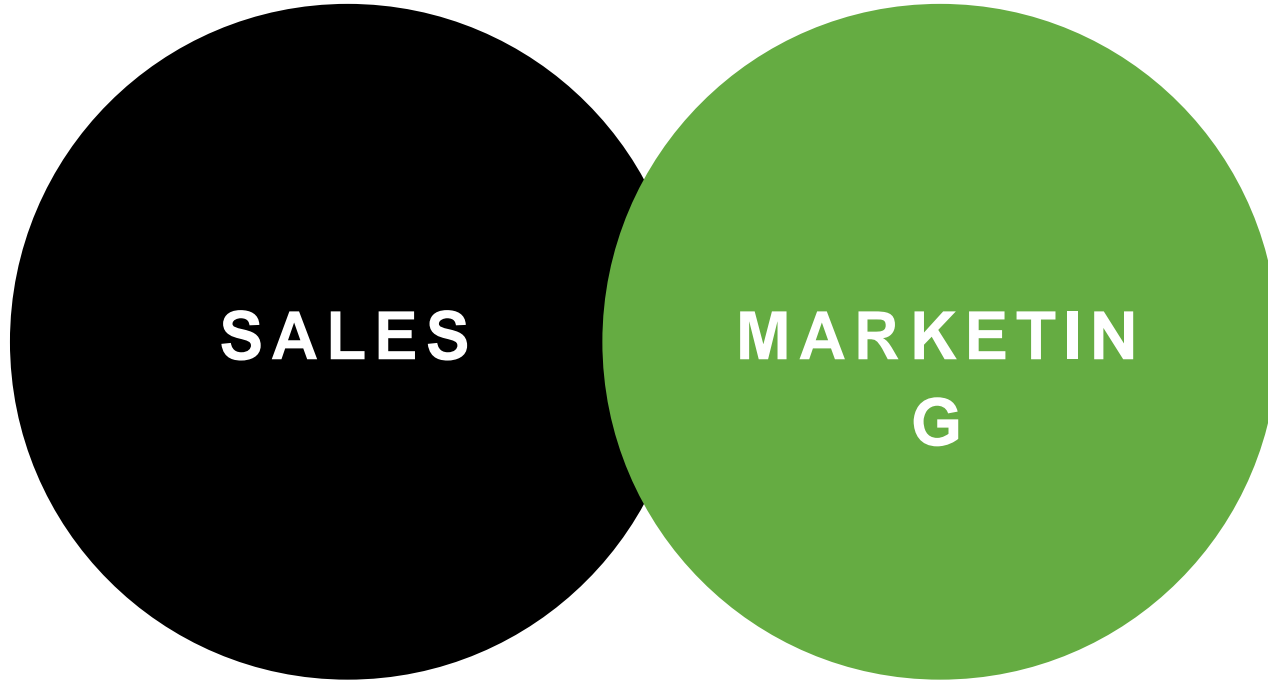


TRANSFORM YOUR GROWTH MODELS



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

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**

AWARENESS

Confusion > Clarity

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Courage > Commitment

ADOPTION

Commitment > Confidence

ADVOCACY

Confidence > Community

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



The Digital Growth Engine

The Digital Growth Engine



The Digital Growth Engine



INCREASE WEBSITE TRAFFIC

GENERATE AND NURTURE LEADS

CONVERT LEADS TO LOANS AND DEPOSITS

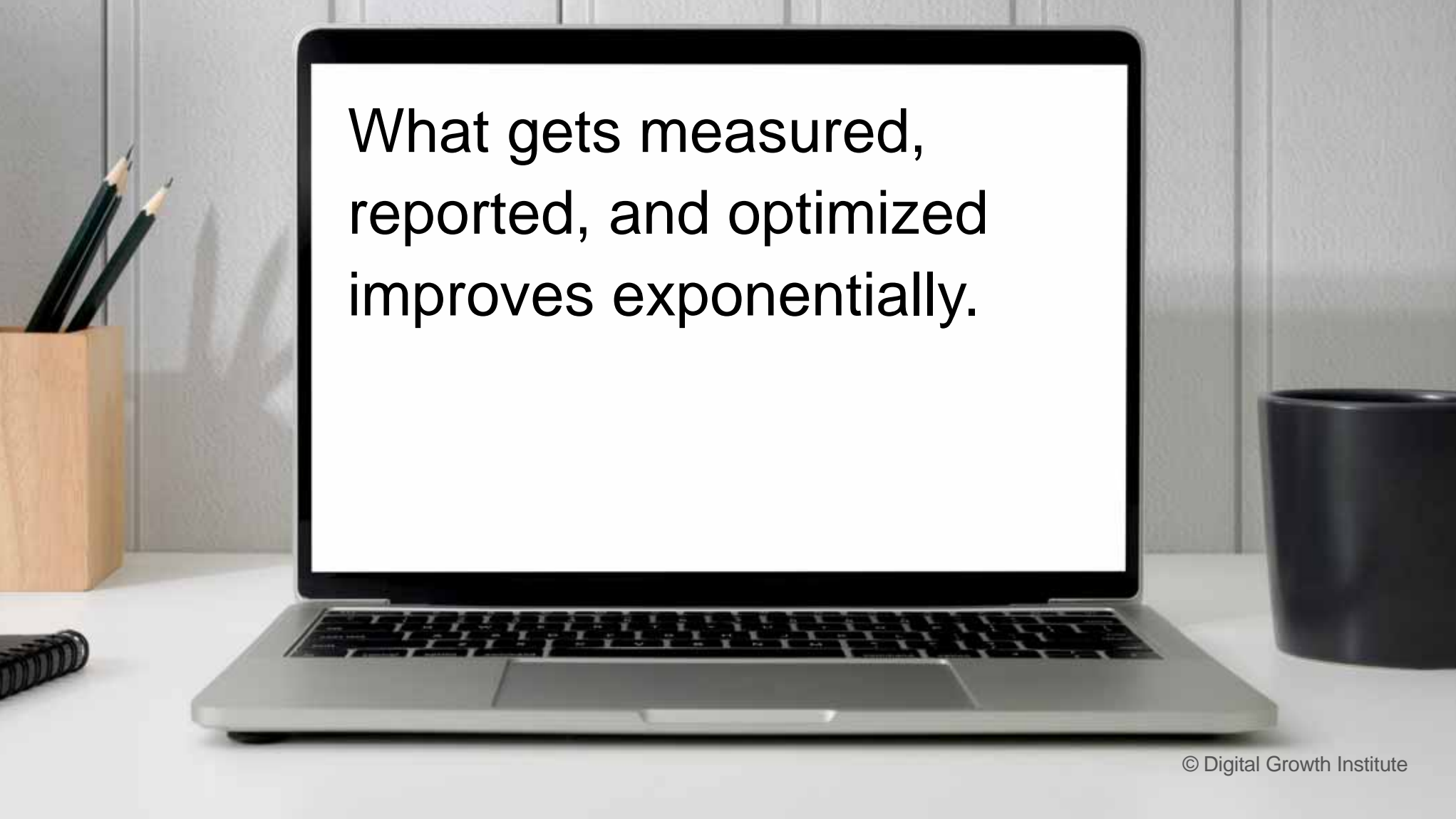
The Digital Growth Engine



The Digital Growth Engine

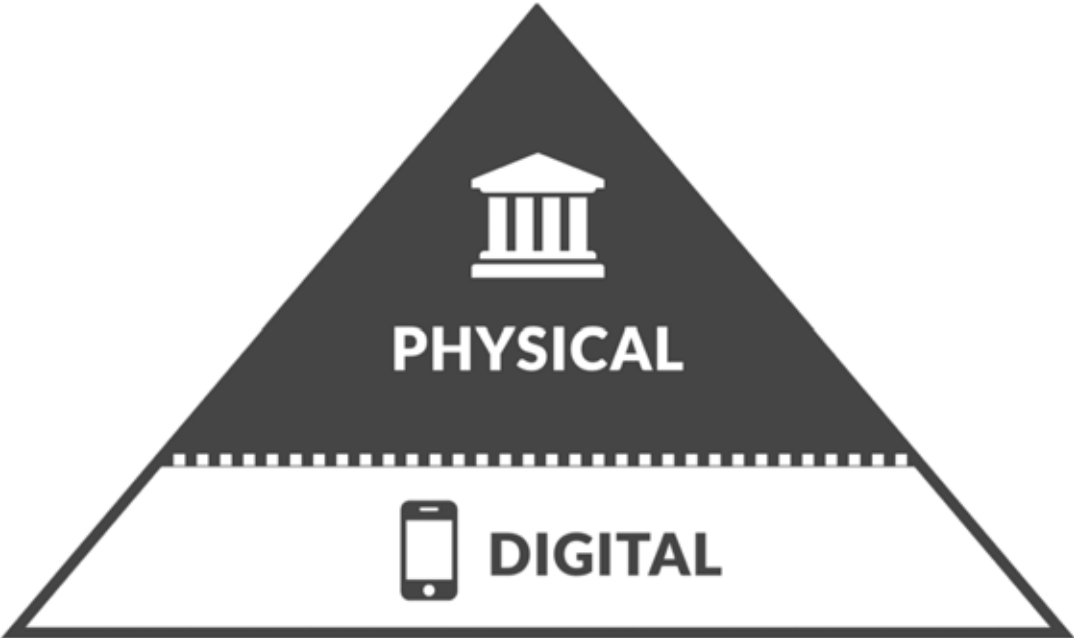


What gets measured
improves.

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

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**

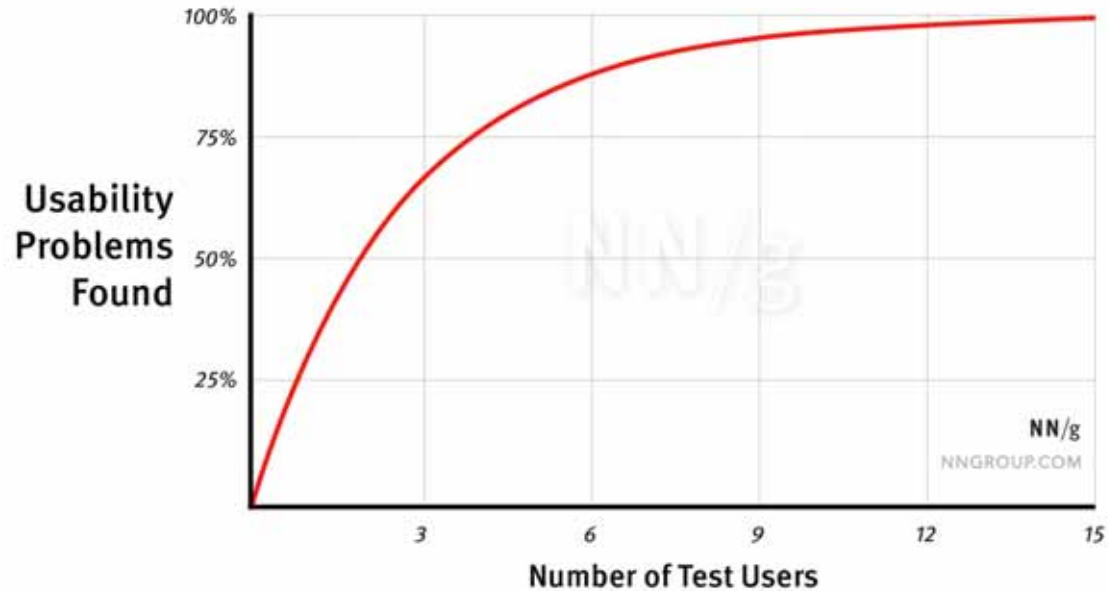


85%

**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

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

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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
Awareness

Confusion > Clarity

TRANSITIONAL CTA
Consideratio

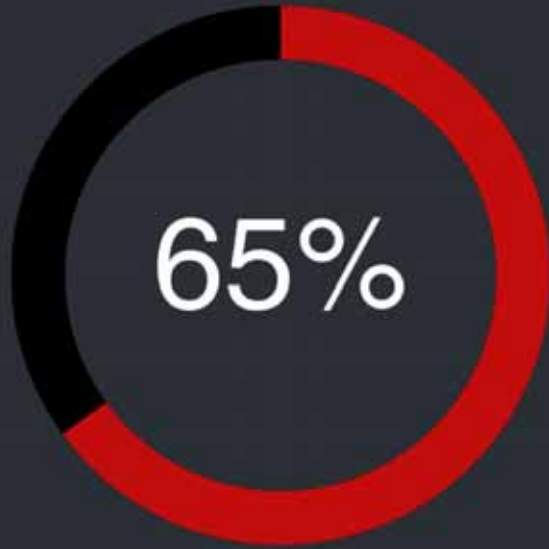
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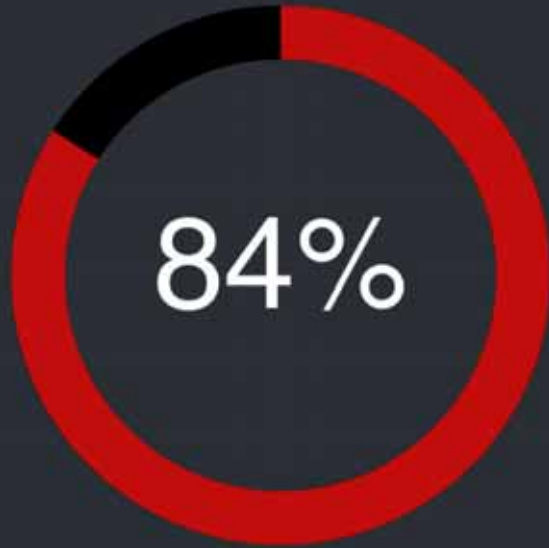
Courage > Commitment



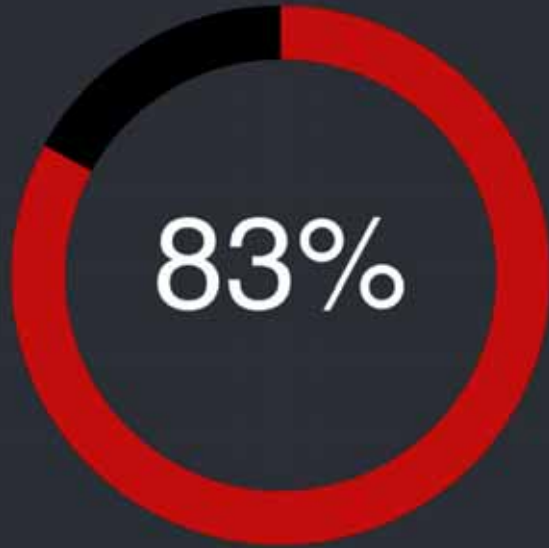
Up to 97% of consumers **abandon** loan applications.



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 or digital structure, set against a light blue and white 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

Annual checking page visits: 120,000 visits

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

Annual checking page visits: 120,000 visits

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

Annual checking page visits: 120,000 visits

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

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

Annual checking page visits: 120,000 visits

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

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

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

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

Annual checking page visits: 120,000 visits

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

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

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

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

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

*Source: Your Data Connect

Capture an Exponential IDEA





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CLARITY CTA
Awareness

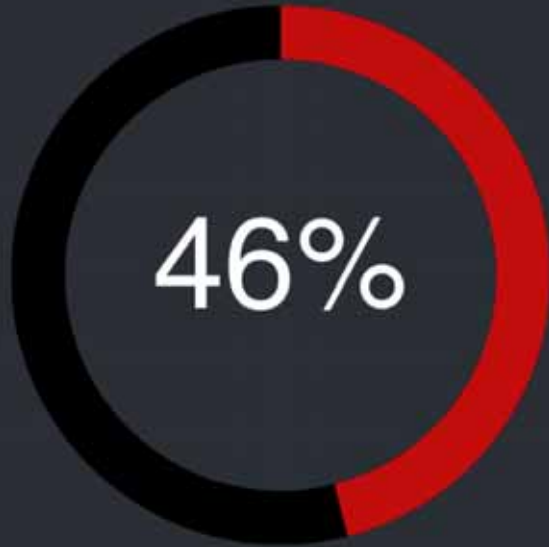
Confusion > Clarity

TRANSITIONAL CTA
Consideratio

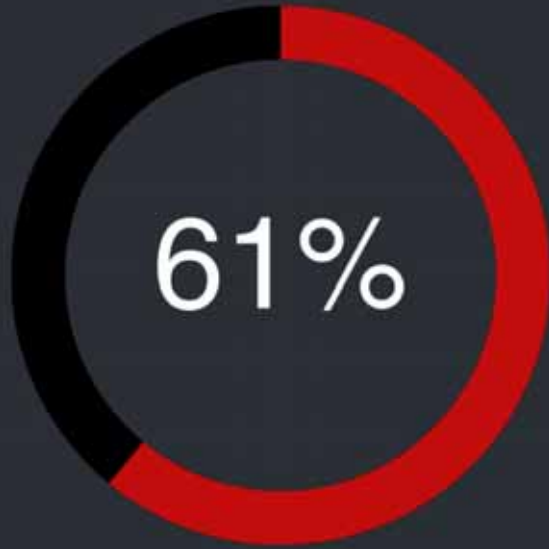
Clarity > Courage

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 SystemTM

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

The background features a complex network of blue lines and dots, resembling a digital or social network, set against a light blue and white gradient.

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?**



Annual checking page visits: 120,000 visits

Annual checking page visits: 120,000 visits

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

Annual checking page visits: 120,000 visits

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

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

Annual checking page visits: 120,000 visits

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

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

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

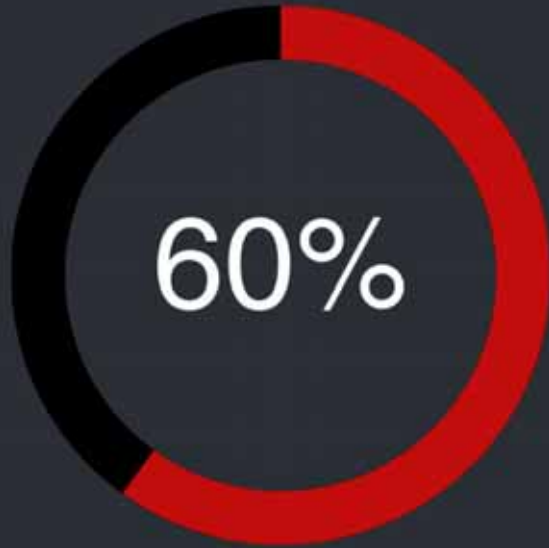
Courage > Commitment

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) = GROWTH

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

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

Annual mortgage page visits: 120,000 visits

Buying guide call-to-action CTR of 10%: 10,000 clicks

Annual mortgage page visits: 120,000 visits

Buying guide call-to-action CTR of 10%: 10,000 clicks

Buying guide conversion rate of 35%: 3,500 download guide

Annual mortgage page visits: 120,000 visits

Buying guide call-to-action CTR of 10%: 10,000 clicks

Buying guide conversion rate of 35%: 3,500 download guide

Expert meeting conversion rate of 28%: 980 schedule meeting

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Expert meeting conversion rate of 28%: 980 schedule meeting

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?



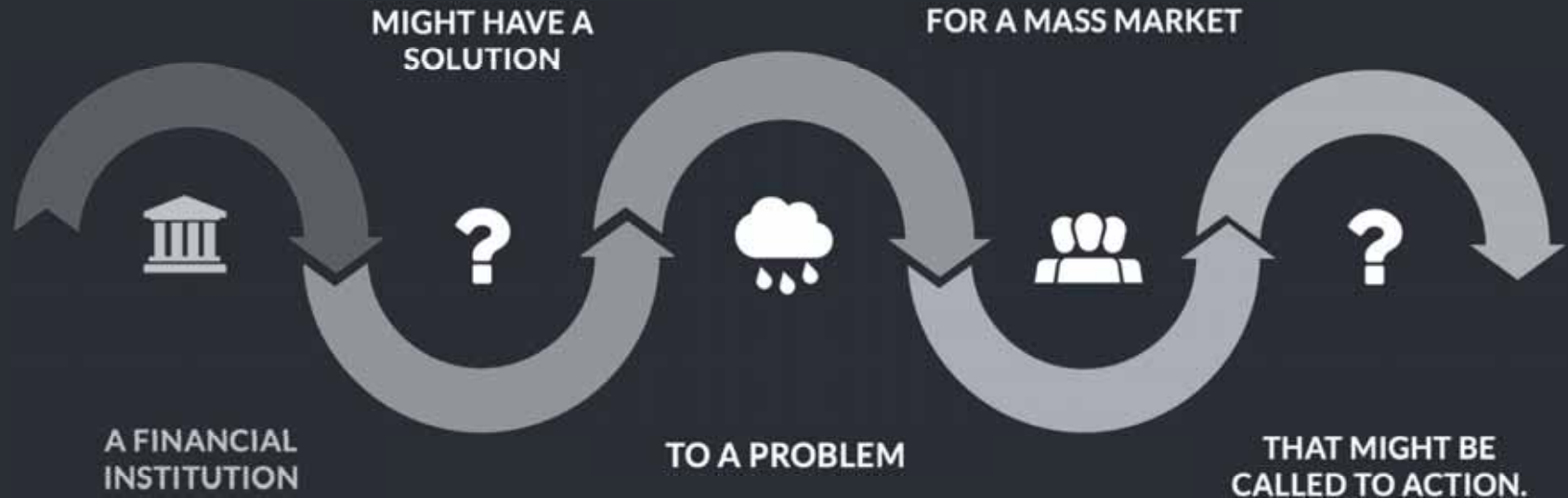
What is narcissistic marketing & sales?



What is narcissistic marketing & sales?



What is narcissistic marketing & sales?



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







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









The StorySelling Method

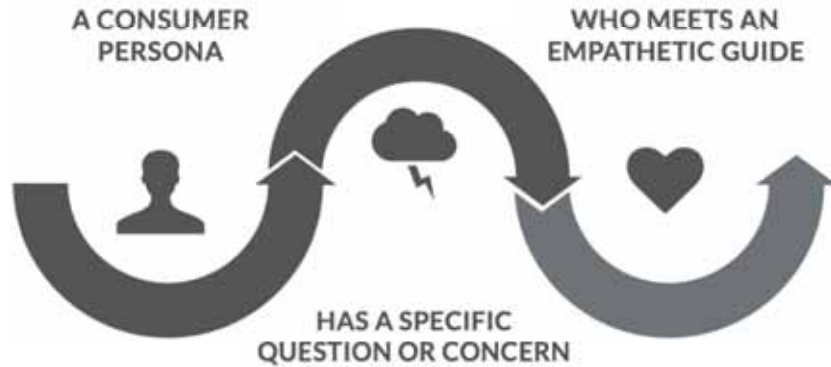
A CONSUMER
PERSONA



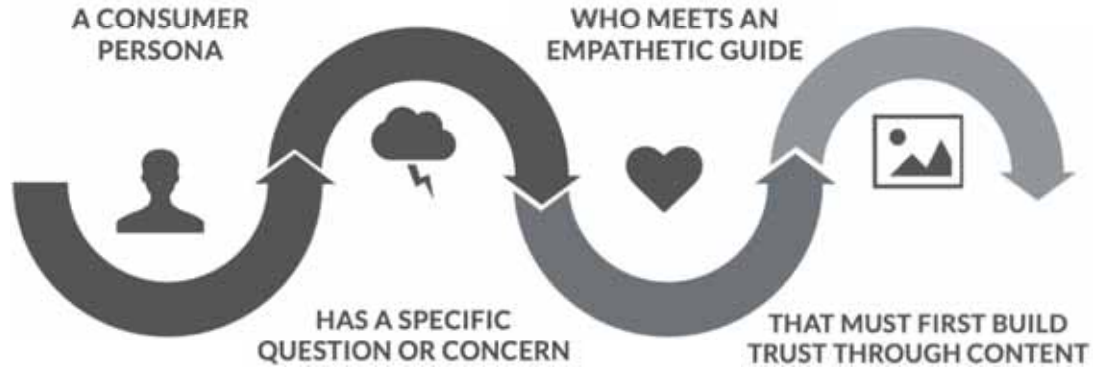
The StorySelling Method



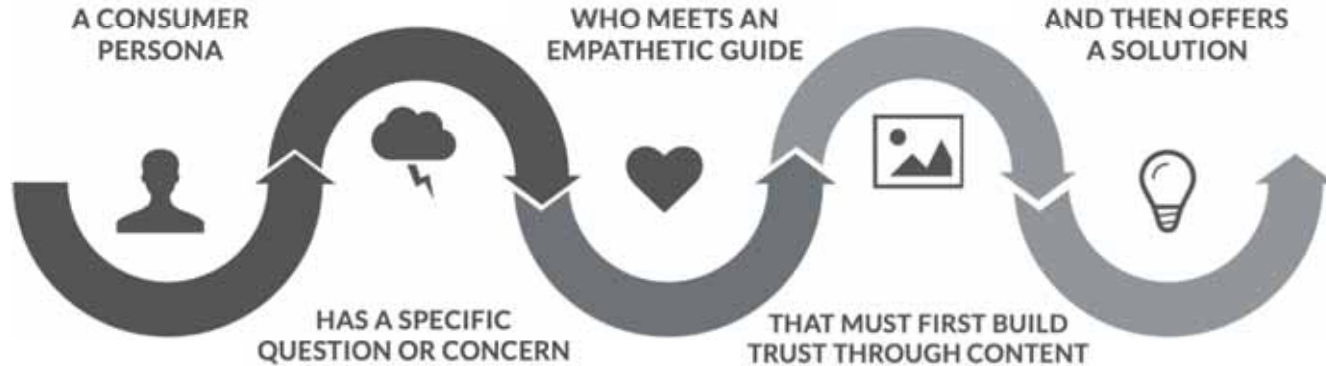
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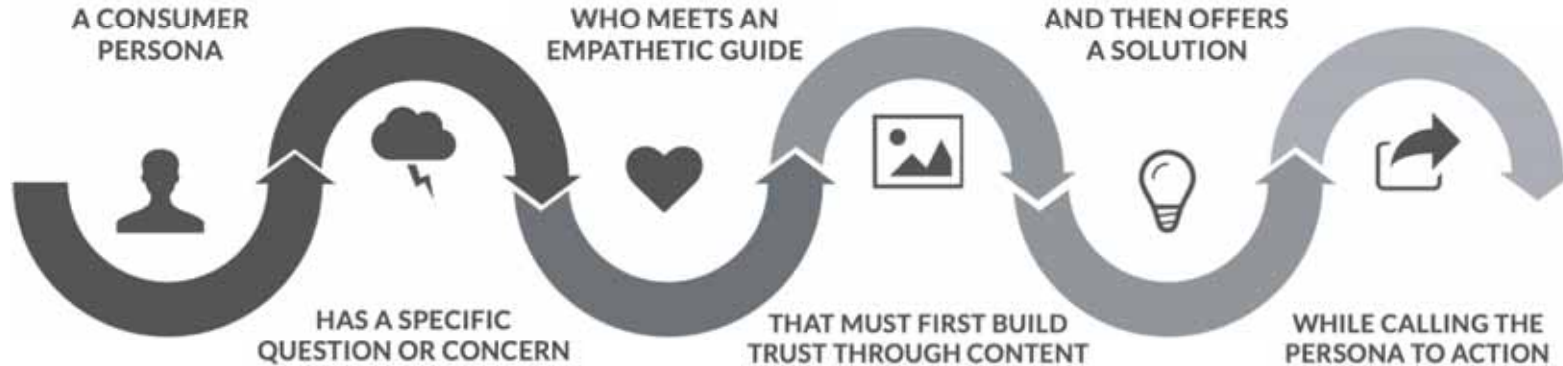
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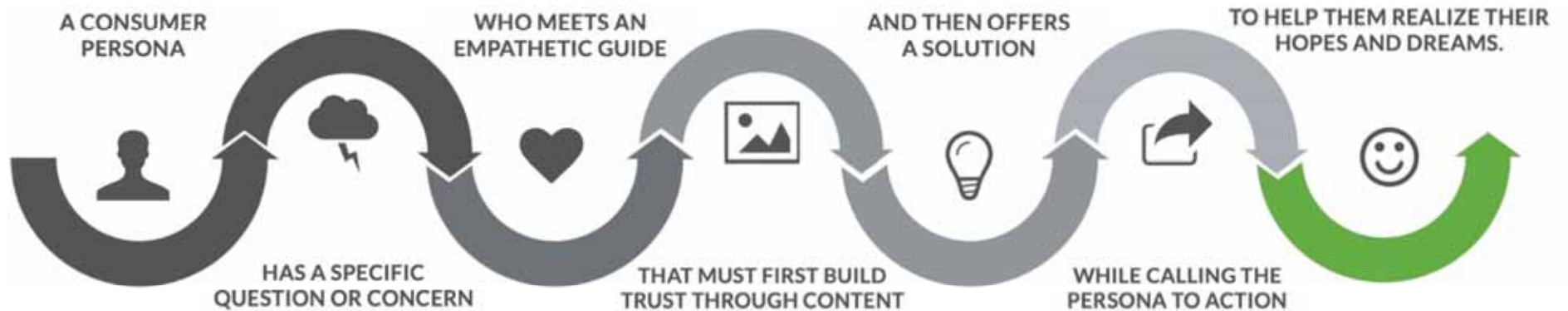
The StorySelling Method



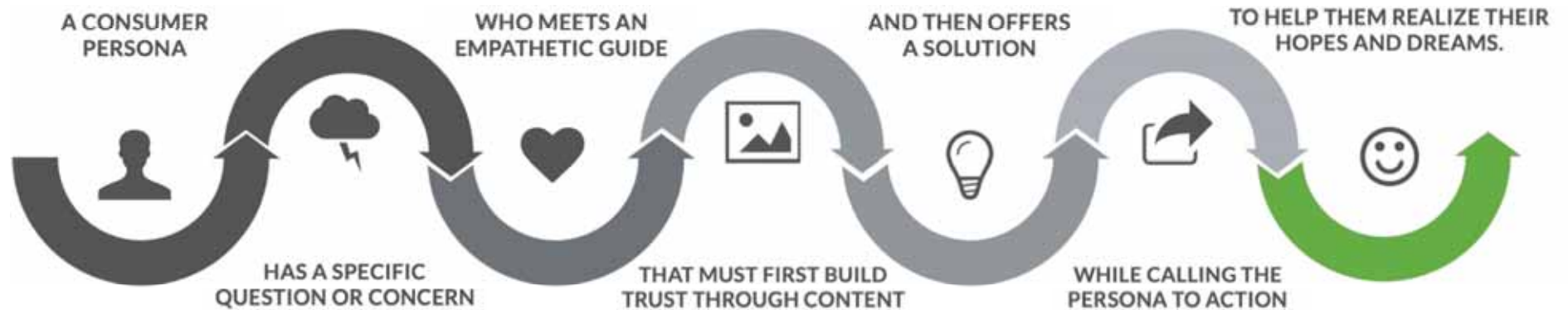
The StorySelling Method



The StorySelling Method



The StorySelling Method



Awareness

Consideration

Purchase

The Story**Selling** Method



THAT MUST FIRST BUILD
TRUST THROUGH CONTENT

Awareness

Consideration

Purchase

The Digital Growth Engine



Banking on Expertise Method™

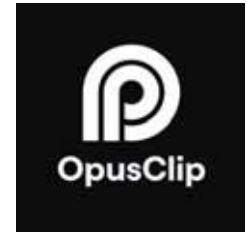
$$(EX + HX)(DX) = \text{GROWTH}$$

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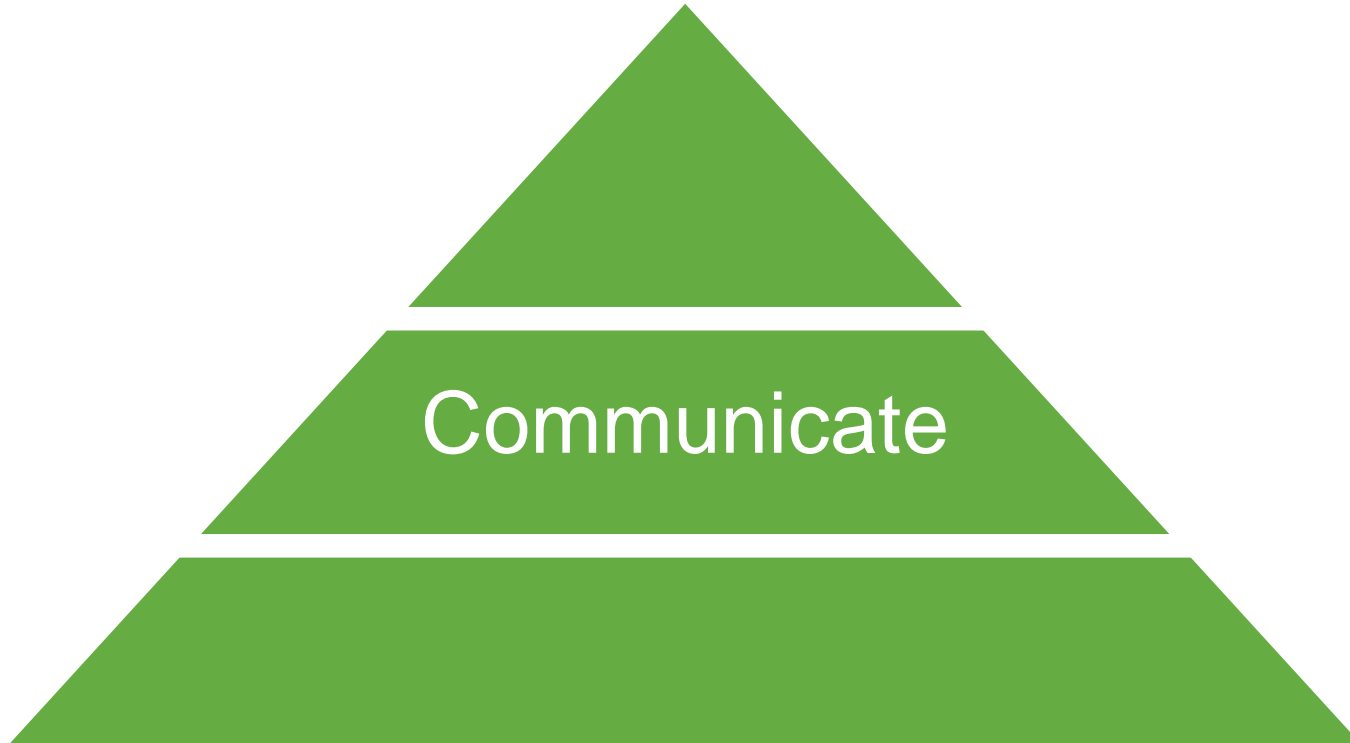
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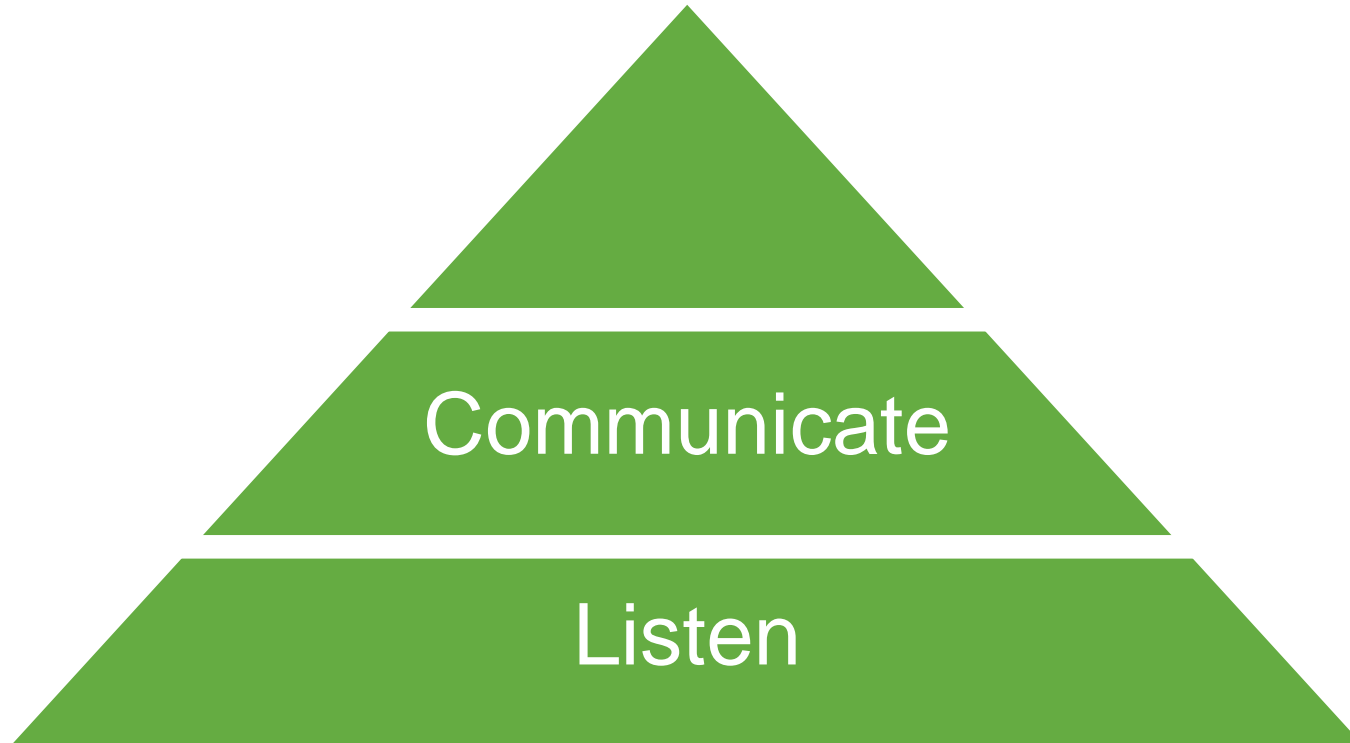
**How would
you define
marketing in
one word?**



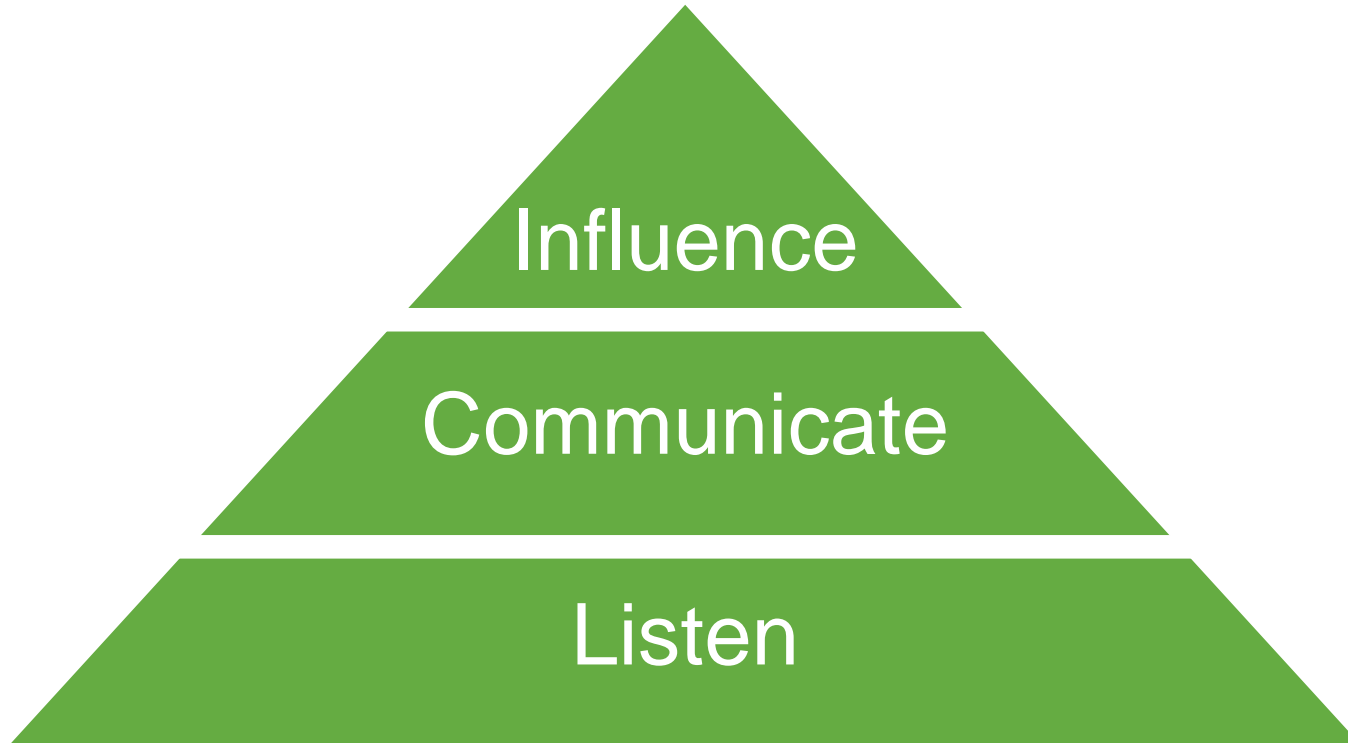
THE THREE LEVELS OF MARKETING + SALES + LEADERSHIP



THE THREE LEVELS OF MARKETING + SALES + LEADERSHIP



THE THREE LEVELS OF MARKETING + SALES + LEADERSHIP

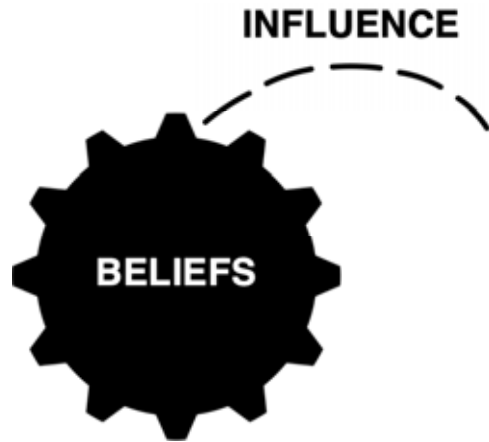


**What are we really
influencing?**

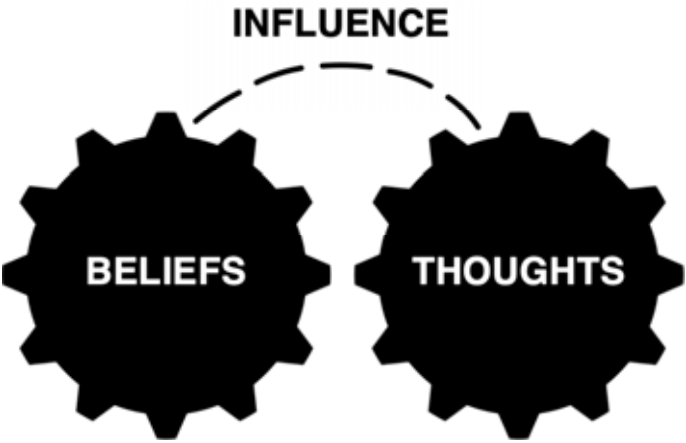


TRANSFORMING Behaviours + Beliefs

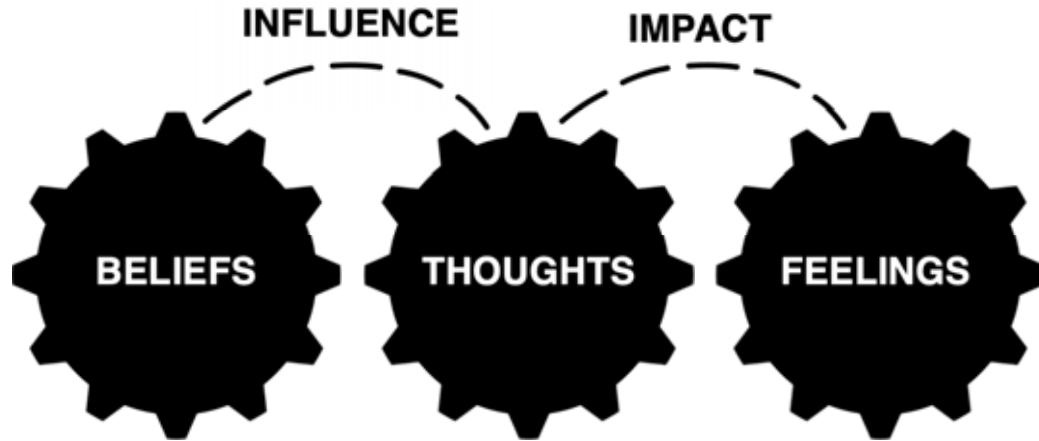
THE PROCESS OF HUMAN TRANSFORMATION



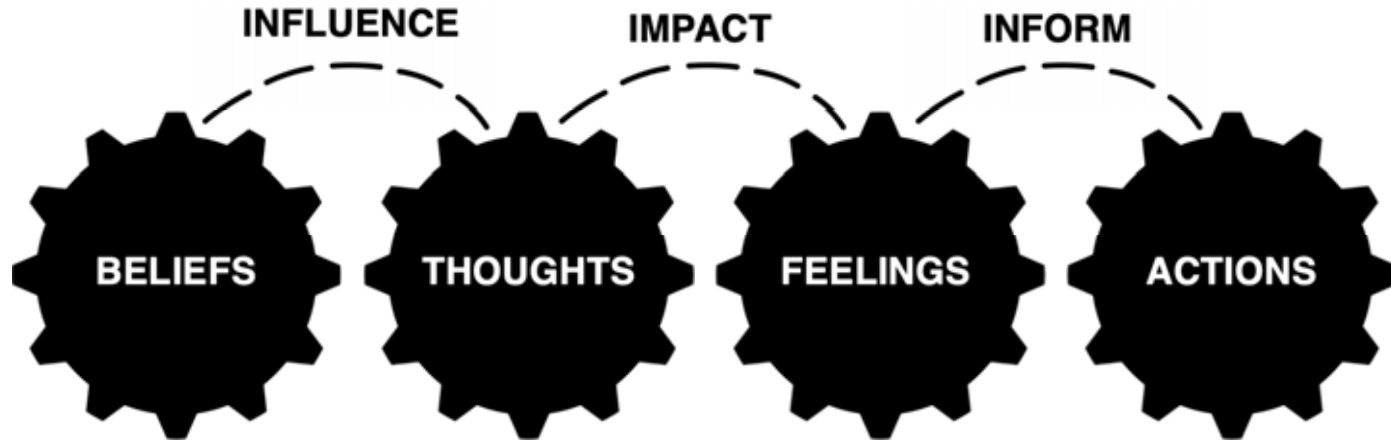
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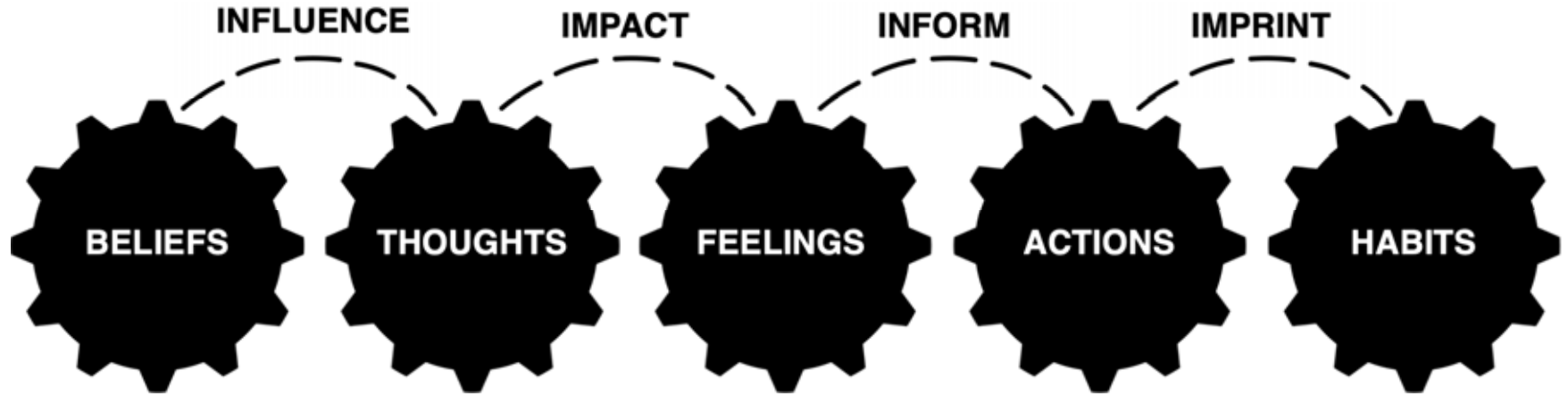
THE PROCESS OF HUMAN TRANSFORMATION



THE PROCESS OF HUMAN TRANSFORMATION



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



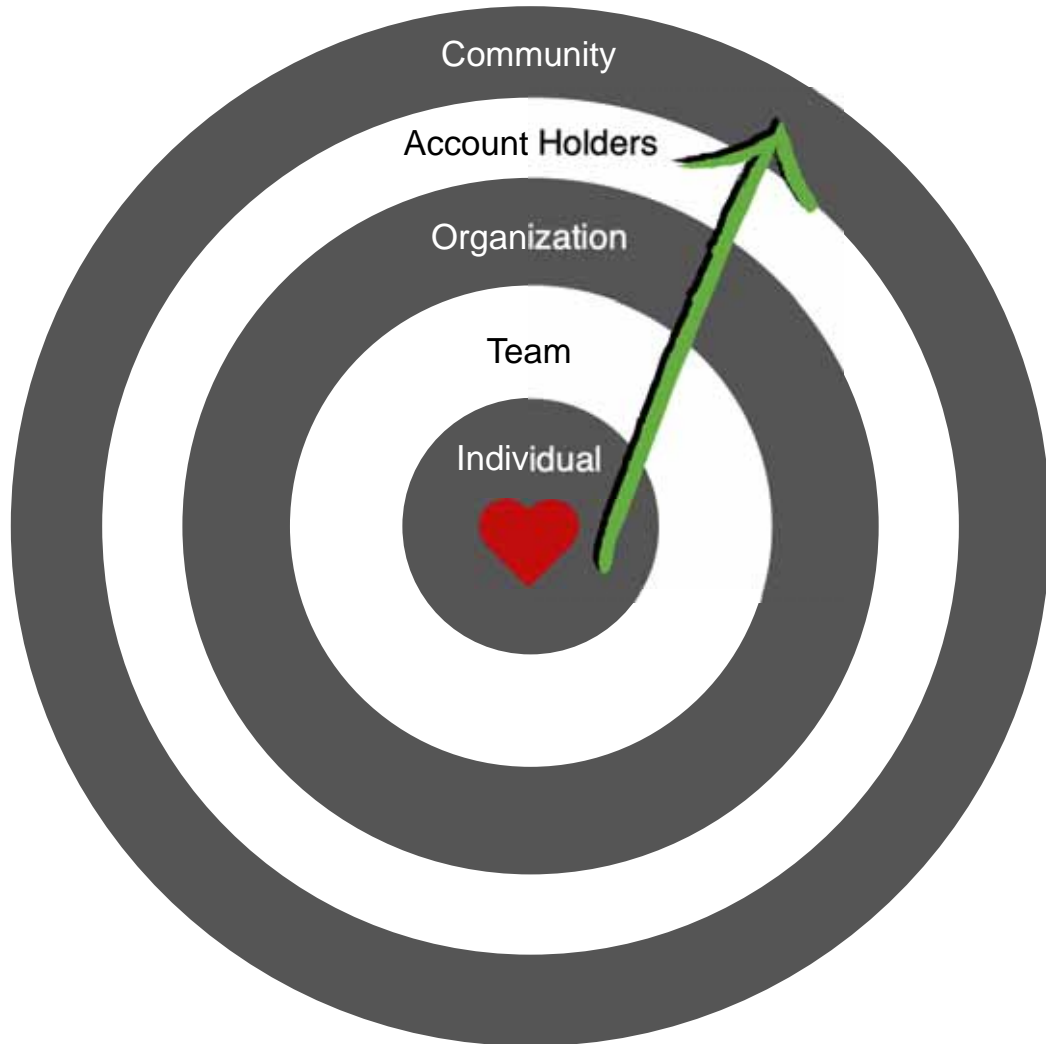
THINK



FEEL



ACT



**All transformation
must begin within.**

Transform



Transform



The Exponential IDEA(S) Framework

The Exponential IDEA(S) Framework

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

The Exponential IDEA(S) Framework

1. **Insights:** What are the top five insights you gained today?
2. **Decide:** What are the top three you feel will create the greatest value?

The Exponential IDEA(S) Framework

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The Exponential IDEA(S) Framework

1. **Insights:** What are the top five insights you gained today?
2. **Decide:** What are the top three you feel will create the greatest value?
3. **Expand:** Why will these three create the greatest value?
4. **Action:** What small steps will you take to turn your insights into action?

The Exponential IDEA(S) Framework

1. **Insights:** What are the top five insights you gained today?
2. **Decide:** What are the top three you feel will create the greatest value?
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