

FRANKLIN SAVINGS BANK TRIPLING ACQUISITIONS IN TWO STEPS.

Setting the Scene: Franklin Savings Bank, a Maine community bank, wanted to drive deposits, dial up its brand presence, and nurture local relationships.

The Ask: Develop and implement an integrated checking campaign to drive deposits, deepen customer relationships, and convert prospects with trackable campaign results.

The Answer: Curate a campaign consisting of SEM, social, digital and print ads, plus a landing page, for multiple customer touch points and trackable results.



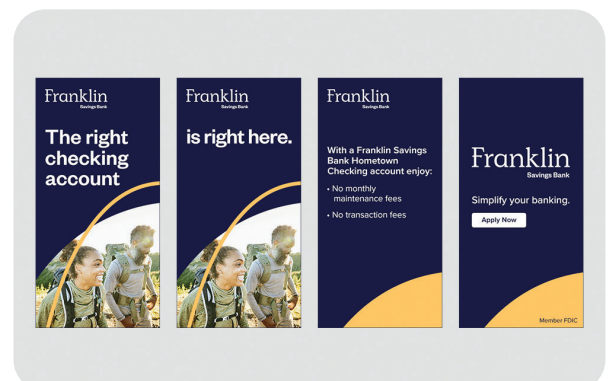
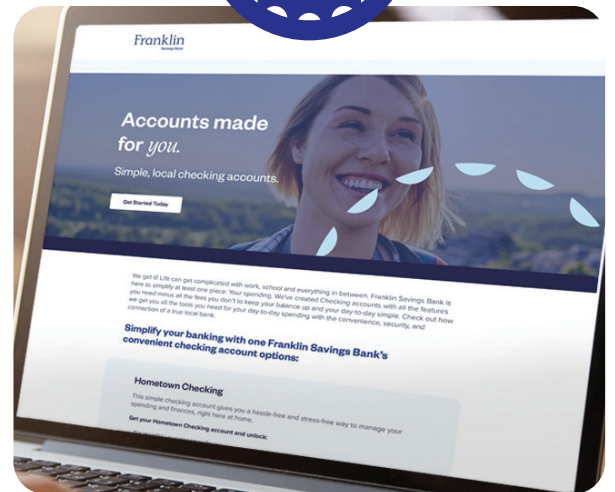
GO TIME!

First, the team reverse engineered a campaign by designing a new landing page for the bank's two checking accounts. Driving traffic to a landing page versus a web page makes it easier to manage content, track the user journey and employ dynamic design elements.

Each line of copy spoke directly to Mainers' busy, adventurous lives, reassuring them that a better checking account would mean less time worrying about finances and more time soaking up the natural beauty of Maine.

Design elements like a palette of serene blue hues, outdoorsy images, and a bright wheel icon emphasized the relaxed vibes of working with Franklin Savings Bank. Each campaign image was hand-picked to fit the season and scenery. Once the weather began to change, the Pannos team was quick to update images to reflect the new season.

To reach the largest audience and track performance across platforms, the Pannos media team recommended SEM ads, print ads, Facebook and Instagram newsfeed and story ads, and programmatic and responsive display ads. We had so much confidence in this strategy that we employed it in their next two campaigns as well!



GOOD IN THEORY, BETTER IN PRACTICE.

Our expertise told us this strategy would be good, and the results proved its true power! This campaign has shown a tremendous lift over previous campaigns.



Conversions surged by over  **300%** and cost per conversion dropped by over  **50%.**

Here's a two-month before-and-after comparison:

BEFORE:

Checking Campaign with Webpages

Conversions	25
Average CPC	\$4.53
CTR	18.67%
Cost/Conversion	\$67.38
Conversion Rate	6.72%

AFTER:

Checking Campaign with
Landing Pages & New Creative

Conversions	62.40
Average CPC	\$4.30
CTR	23.48%
Cost/Conversion	\$27.98
Conversion Rate	15.37%

Many of these metrics can be attributed to the implementation of a branded landing page, and best practices for word count and keywords.

In just eight weeks, this campaign generated over five dozen new checking relationships for this boutique community bank. By leaning into their updated brand and adjusting their approach to digital marketing, Franklin Savings Bank nearly tripled checking account acquisitions within their market!

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