



Note: This is an excerpt from an agency's POV and proposal document for a financial institution.

Our Digital Approach

We've developed three core principles that guide our digital marketing and advertising efforts.

1. Community over Clicks

All too often we see businesses and their agencies looking at superficial metrics like impressions to measure success. It's a digital addiction. Businesses want to see rising green arrows, but in the effort to present good news fast, their agencies have given them the wrong numbers to monitor.

We know from experience that when you make the time and effort to really understand your audience and demonstrate that your values and beliefs are sincerely aligned with theirs, you build trust and engagement. That dialogue builds loyalty and advocacy. Advocacy builds community. And a community of engaged, loyal advocates is the best long-term sales tool a business can ask for.

2. Best over Most

We've developed a robust and efficient deploy/test/iterate digital marketing process that employs custom-designed testing plans to thoroughly understand how our messaging is being received and engaged with. After launching each campaign, we measure its performance and discuss theories for improvement. We adjust content, design, calls to action, and program logistics to test our hypotheses for better performance — and then send it out into the world to gather more results.

For us, the best performance does not necessarily equate to the highest numbers. One instance in a multivariate (A/B) test may garner the most click-through, but we analyze those clicks to understand whether the people they represent are aligned with your business goals and strategic objectives. Often, the ad with most responses is not the one with the right responses.

3. Culture over Demographics

The past 40 years have moved Americans to live online. Since the days of dial-up BBSs, we've increasingly left behind the limited classifications of generation, race and regionality. Now, we select our professional networks, our aspirational role models — even our families — with intention. Self-determination has become a fiercely held principle, and we signal that by expressing our unique character online.

Traditional demographics never correlated with the values, motivations, or affinities of an ideal customer profile; our commercial forerunners just lacked the data and technology to eschew lazy stereotypes. These days, we don't need to pick a ZIP Code or an age group and hope for the best. (We're not simply "going after Millennials.") We'll overlay intellectual rigor and a good bit of data with your existing market insights. Then we'll set out to sincerely communicate with a tiny culture full of qualified potential customers.