

WINTER 2023

Elevate

INSPIRING FINANCIAL MARKETERS

NextPage®
More Than Print



Rolling with It

The Constant
Change of
Marketing AI

Print marketing works • The roles of marketers • Customer-centric strategic tips

Artificial Intelligence Statistics

77%

of businesses are using or exploring AI

Source: IBM

OF THOSE

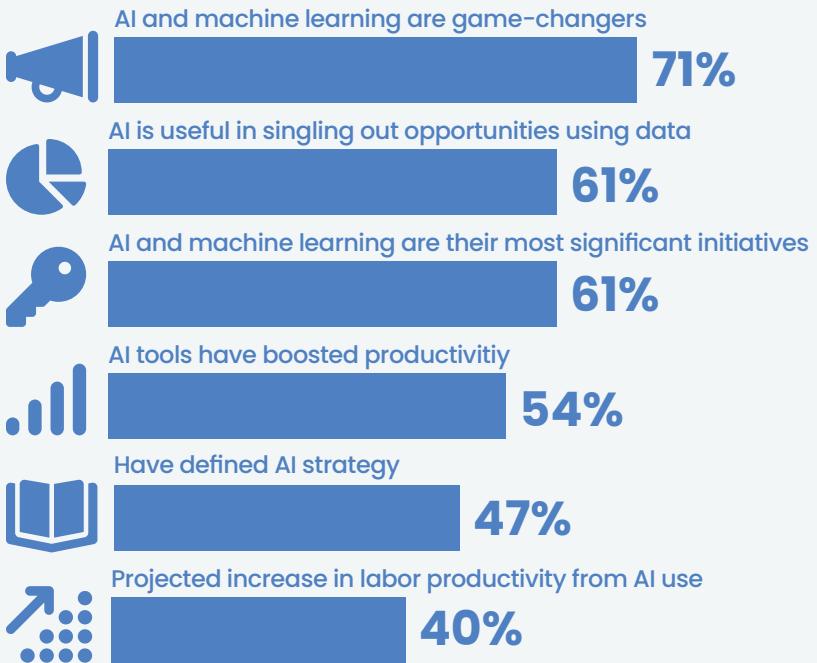
35% of companies are using AI

42% of companies are exploring AI for its implementation in the future.

What are the top benefits of AI adoption?



How do organizations and leaders perceive AI?



Sources: The Economist, Forbes, pwc.com, hbr.com

Sources: Accenture, narrativescience.com, cisco.com, pwc.com

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More Than Print

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New Hope and Old Ideas

New years always bring new hope and will most certainly bring new ideas. In a world where every day seems to introduce a new AI application or technological wonder, we're surrounded by an endless stream of novelties. Yet, sometimes the real trick is to rediscover and repurpose the familiar.

Print may be considered old-school by some, but it's emerging as a standout medium of our time. Standing out in the digital realm has become an increasingly formidable task. This is where print comes into its own—it's tactile, it's tangible, and it's personal. Where there's physical touch, there's emotional connection, and making that emotional connection in business is how we win.

You see, at NextPage, we believe that treating people with respect will never go out of style. And we subscribe to the idea that choosing to print demonstrates a high level of care and regard for your target markets. We believe that amidst the digital deluge, the charm of print can emerge as your unexpected hero. To be specific, in a world skimming through life on screens, you can choose to make a statement with the grace of paper and ink.

This issue wraps up an exciting first year of Elevate Magazine, where we brought you insightful interviews with leading financial marketers about the topics that you care about most—all in print. As we move forward into

2024, we're committed to continuing these meaningful conversations, sharing ideas, and highlighting best practices. We do this because we truly believe that creating content is the best way to understand and support your efforts in the fast-paced digital age.

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In this issue, we feature two key articles. “Rolling with It – The Constant Change of Marketing AI” explores how AI is reshaping your approach to marketing, offering personalized outreach and predictive analytics. And “Revival in Print – Embracing Vintage Charm in Modern Marketing” looks at why print is having a renaissance, from the tactile satisfaction it provides to the over-saturation of digital content. The issue drives home the idea that great marketers engage their clients using multiple channels.

I hope you enjoy the read and we wish you the happiest of new years.



Warmest regards,
Gina Danner
CEO
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About Elevate

Elevate Magazine, sponsored by NextPage (<https://gonextpage.com>) is a premier content platform designed for marketing personnel within financial institutions. The magazine, featuring informative and thought-provoking content, aims to highlight common challenges across financial marketing, trend-worthy items, and innovative campaign management tactics. As a thought leader in tactical marketing for the financial industry, NextPage provides invaluable insights through interviews and distribution of content, making Elevate a great source of education and inspiration for C-suite marketing executives. With a focus on community building and creating new marketing ideas, Elevate Magazine and NextPage are at the forefront of driving success in financial marketing.

The Constant
Change of
Marketing AI



Rolling with it



Today, Ernst & Young (EY) is just getting started with Artificial Intelligence (AI) by making strategic investments in its capabilities and optimizing tasks that normally can be performed by team members which take a lot of time. Essentially, Lou Cohen, Director of Digital Marketing & Demand Generation, says the firm is going after the biggest time with the most impact for its marketing teams. This includes things like accelerating the ideation process or tedious tasks like data normalization.



For EY and its clients, AI is a part of how to deliver innovative solutions across the firm. For example, EY partnered with Adobe to co-develop the Adobe Real-Time B2B CDP (customer data platform). By bringing all of EY's data into a centralized CDP, EY marketers are able to fuel its marketing automation and Account-Based Marketing (ABM), helping to personalize its efforts via Adobe Target, etc.

As you get comfortable with AI's capabilities and how to prompt it, you can expand its use across your marketing programs."

— Alex Lerch, Marketing Director, Oak & Stone Capital Advisors

"With the right AI tools in place, creating a useful, relevant, personalized experience is more possible than ever," Cohen says. "Using AI behind the scenes allows marketers to do this work faster and at scale."

The key to the question of how AI can help today's financial marketers is how it will continue to play for them. The truth is that financial marketers have been using AI behind the scenes for a while. In today's view of Generative AI, the ability for financial marketers to optimize performance, automate processes and accelerate their

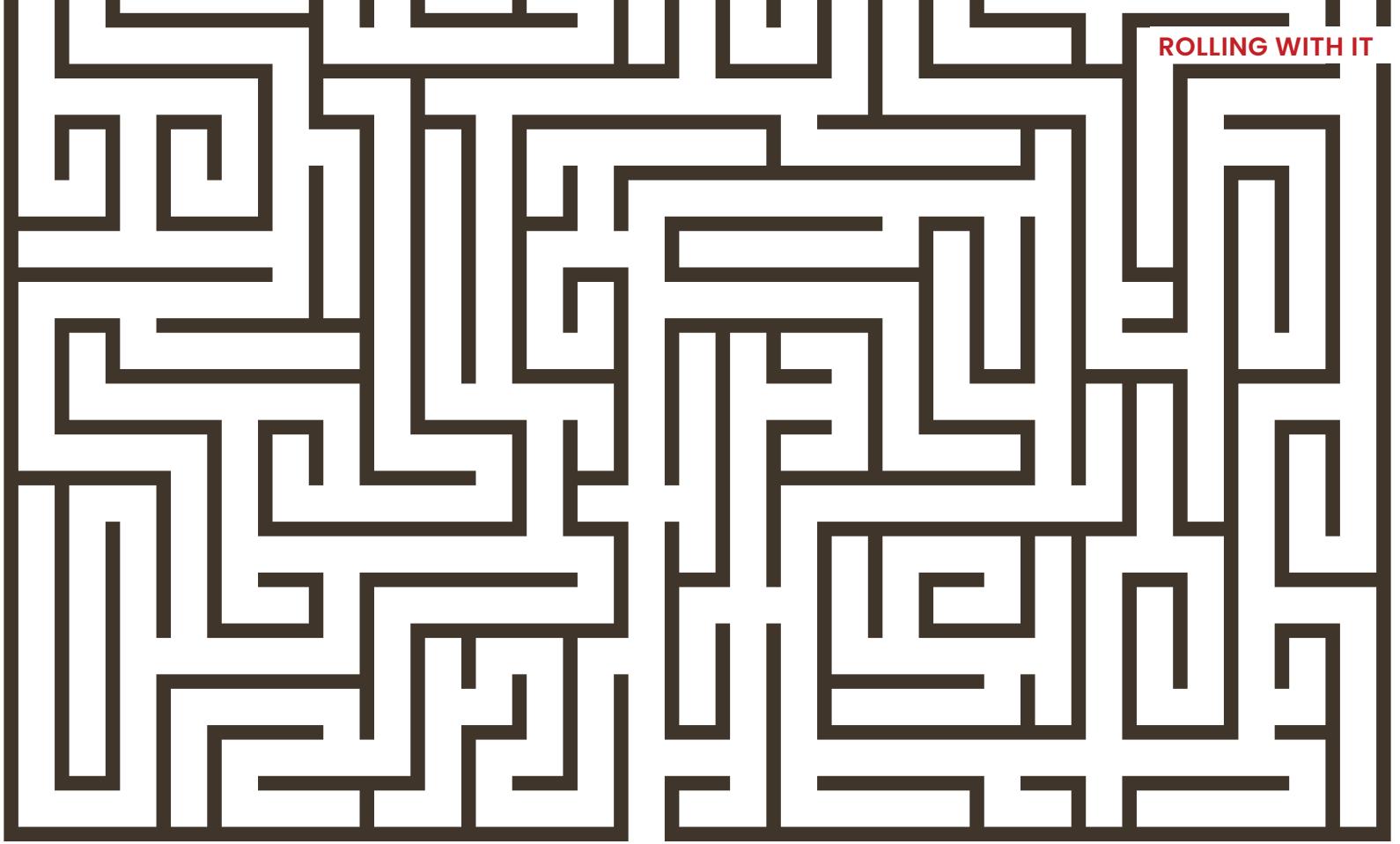
ability to create content, media and campaigns is significant. Whether it is scaling for growth or automating tasks, AI will remain a force multiplier for the work of today's financial marketers.

"For marketers who utilize strategies like ABM or even those who automate the optimization of their paid search or programmatic display via a conversion pixel, AI is already in play," Cohen says. "With the cookie-less future upon us, data segmentation and targeting will become more and more challenging for marketers who haven't kept up with modern marketing automation, Customer Relationship Management (CRM) tools or even CDP. While AI can accelerate capability, it doesn't replace core technology—yet."

According to Marketing AI Institute's "2023 State of Marketing AI" report, 45% of marketers, including those from the financial world, said they are experimenting with AI tools, while 29% say they already have infused AI into their daily workflows.

Financial marketers like Alex Lerch, Marketing Director at Oak & Stone Capital Advisors, says that where he finds AI to be invaluable is its ability to quickly repurpose content into different formats and fine-tune messaging to resonate better with target audiences.

For example, Lerch recently used an AI tool to turn a long-form thought leadership article into a series of social media posts, email newsletters and a slide deck for an upcoming webinar.



AI was able to analyze the article and generate better variations for each format and audience in a fraction of the time it would have taken him to do manually.

"So basically, instead of writing the same concept five different ways, I write it once and allow AI to point it to the other formats more effectively."

Lerch says the bottom line is that AI allows marketers to understand customer content better, which not only helps deliver the right message in the right way, but ultimately drives more meaningful engagement. He started using AI mainly to massage and improve copy, but quickly shifted to using it to create headline ideas, content strategies, identify pain points for different audiences, generate imagery, etc.

“With the right AI tools in place, creating a useful, relevant, personalized experience is more possible than ever.”

— Lou Cohen, Director of Digital Marketing & Demand Generation, Americas, Ernst & Young LLP

"My advice would be to start small," Lerch says. "Pick one pain point or area of inefficiency, and see how AI can help. Whether it's using a large language model for content ideas, or for automating social media plans, choose a contained first project. As you get comfortable with AI's

capabilities and how to prompt it, you can expand its use across your marketing programs. It truly is garbage in, garbage out. But used properly, it has immense potential to enhance a financial marketer's creativity, productivity and performance."

The key is to maintain realistic expectations and remember that AI is not magic, but a tool that requires human guidance and oversight. "Take this early moment in Generative AI to learn—and learn quickly," Cohen says. "Try things and think outside the box. AI has been around for nearly 70 years and now that it's out in the public domain, we are not going backward."

As marketers embrace this new future with AI by their side, an openness to continuous learning will help them thrive in an increasingly AI-driven world. 

Revival In Print

Embracing
Vintage
Charm in
Modern Marketing



In a recent study of the financial sector conducted by Monotype with CITE research, 49% of consumers said trust is the most important factor when choosing a financial institution. You think financial marketers aren't listening. The same study showed that 46% of financial services marketers said creating a trustworthy brand is their primary objective.

Ask Jill Wangler and she'll tell you. The Marketing Analytics & Impact Director at One America says that one of the best ways to build trust and credibility is through print. "Inherently, print can be seen as more permanent and invested. You are committing to a message or content that has an inevitable shelf life. Your message and content has commitment and permanence."

First and foremost, print is tangible—something consumers can touch and feel. There are no buttons to click or swipe—buttons that disappear. Second, with print, consumers are not endlessly tied to their laptops or phones. Third, by using QR codes via print, you connect your consumers to the digital environment on your own terms.

"Sometimes we aren't or simply don't want to be so connected," Wangler says. "Sometimes you want to fully engage with what's right in front of you and use all of your senses. This makes print unique and effective."

When customers walk into a financial institution, they know they're in one. Sounds obvious, right? But there is a lot that goes into the sentiment. Today's financial institutions exude confidence, brand recognition and authority by their sheer physical presence. From a digital perspective, that is a little harder to pull off.

The real key is in how financial marketers blend the power of digital and print to solidify a brand's messaging—a blend that has to work. According to the Monotype/CITE study, 43% of consumers admit that a fragmented brand experience makes a financial institution seem less trustworthy. This is especially true when it comes to mobile devices, where more people are conducting their financial business.

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Sometimes you want to fully engage with what's right in front of you and use all of your senses. This makes print unique and effective."

— Jill Wangler, Marketing Analytics & Impact Director, One America

To stand out today takes perfecting the complement of your print and digital strategies. "That is more a matter of an effective brand and communications strategy," Wangler says. "Print is one, but a very essential tool in the marcom toolbox. When done effectively—resonating messaging and visuals, appropriate

targeting, adequate frequency—and using a multi-channel strategy, you are poised to make an impact with your target audiences."

In the continual effort to measure the success of their marketing initiatives, One America looks at digital metrics of QR codes that drive to critical landing pages, which should in turn connect to conversation metrics. Of course, Wangler says it is always monitoring print orders and utilization of inventory.

In his firm's efforts to stay connected to the marketing trends driving the financial services space, Paul Leibowitz keeps a close eye on the trends the industry uses, including print. In the course of the scores of campaigns he creates, print remains in the mix, especially if you want to blanket the audience with content.

"Print allows a reader to spend quality, thoughtful time reading and understanding the topic without distractions that come from every space on the screen," Leibowitz says. "And the level of production of the piece definitely impacts the time spent on the printer piece. It's an opportunity to provide a branded message directly in the hands of a targeted audience. I find you can get the target audience to do a deeper dive knowing you will have their attention for more than a minute or two."

Trust is everything, so finding every opportunity to solidify your messaging is critical to building and maintaining relationships. **E**

HOW MANY HATS DO YOU WEAR?

Understanding the roles of today's marketers

According to ABA Bank Marketing's "The Changing Role of Bank Marketing" study, marketing is, for the most part, still viewed as "an expense to be managed, rather than a revenue growth function." Here's a snapshot of the 10 job functions today's financial marketers take part in on a daily basis.

See where you fit in:



98% Advertising (traditional & digital)

95% Branding / Social management

92% Communications

90% Promotional campaigns

89% Marketing strategy

86% Public Relations

76% Digital channel management

51% Marketing tech mgmt

49% Market research

48% Data & analysis

47% Customer experience

It's a techno kind of world

REPORT SHOWS INVESTMENTS IN AUTOMATION ARE RISING

Fact: By leveraging investments in AI and machine learning, today's financial institutions can streamline operational tactics through technology. According to Business Insider's "US Bank Technology 2023," spending is expected to hit \$112 billion by 2026. That means digital transformation efforts remain top of mind. West Monroe's "2023 Banking Outlook" shows us why:

78%

will increase or maintain enterprise digital investments through 2023

65%

say their digital business initiatives are accelerating at a much faster pace

50%

of all employees will need reskilling by 2025 thanks to the rise of technology



Marketing to the max

7 ways to improve your customer-centric strategies

Marketing is more than a plan that reaches a desired audience. Your campaigns need to go past just good enough. Here are seven ways from the BAI Banking Strategies' Executive Report to bolster your campaign analytics:



Think digital first

Marketing is about delivering results, and allowing enough time and budget for success. The optimal strategy combines the strengths of digital and direct mail to reach effectively reach your target audience.



Focus on hyper-local marketing

Personalization is everything, so think local and targeted. Strategies like direct mail, especially combined with IP targeting or geofencing is one of the most effective. Direct mail combined with any digital components, is a great way to build trust.



Use personalization and automation

Personalization is everything, so think local and targeted. Show them you know them – utilize data to ensure your campaigns are relevant.



Understand the growing influence of AI

Tools like ChatGPT and Bard are just a few of the resources that can help generate ideas and content for social media posts, websites, presentations, etc.



Invest in data science

Within the waves of uncertainty, it is vital to invest in data modeling to help predict future outcomes, feed machine learning algorithms and better understand customer journeys.



Quantify your results

Marketers must show value. A campaign's analytical performance goes beyond impressions and clicks. Show channel comparisons and information on actual sales and revenue.



Break down silos

Strong marketing campaigns use data, so make sure all of your departments are on the same page, from marketing, sales, HR, etc.

Unlock the Hidden Potential of

New Movers



Reach consumers with results-driven, timely omnichannel campaigns, combining direct mail and digital to introduce your brand to new residents. **Don't miss this opportunity** to take the first step toward effectively targeting a profitable audience today.

**Secure exclusive zip code access
before your competitors!**

SCAN TODAY TO GET STARTED!

