



M&T Bank Digital Marketing Strategies Targeting College Students

Content

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Executive Summary

Guidelines from AK:

Situation i.e. weak social presence

- Based on our research we found that regional banks such as BB&T and SunTrust were not tailoring to the young (student population) segments.

Complication i.e. lack of awareness amongst students about M&T's offerings

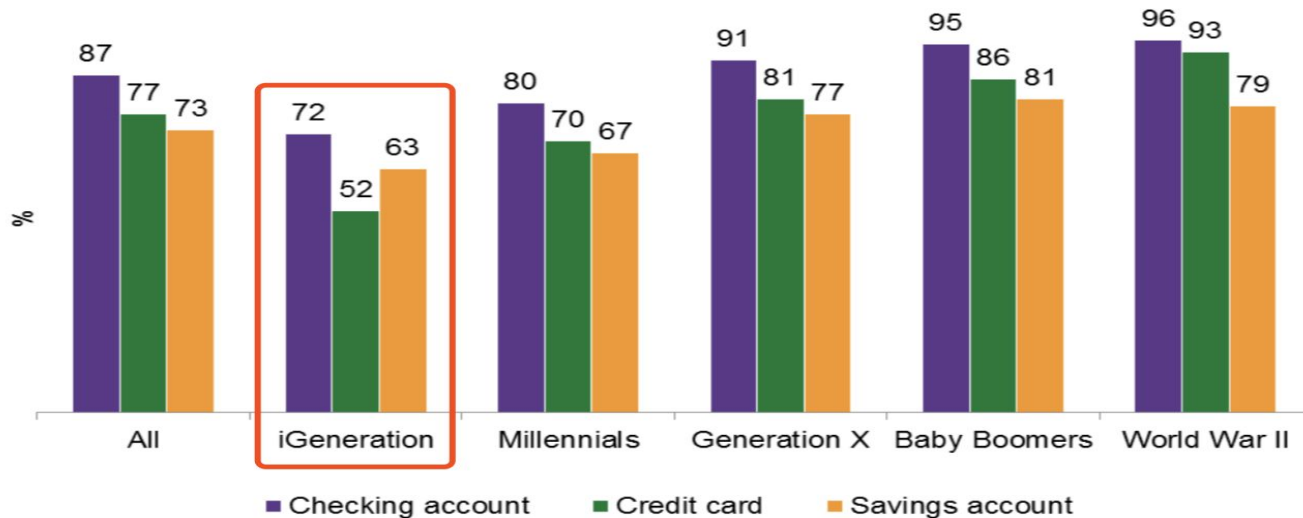
- Poor SEO
- Poor website
- Poor social media presence (No instagram)
- Poor ad display placement

Question i.e. How M&T can reach these Gen Z/Millennial students???

Opportunity Segment

FIGURE 18: FINANCIAL ACCOUNT OWNERSHIP, BY GENERATION, NOVEMBER 2018

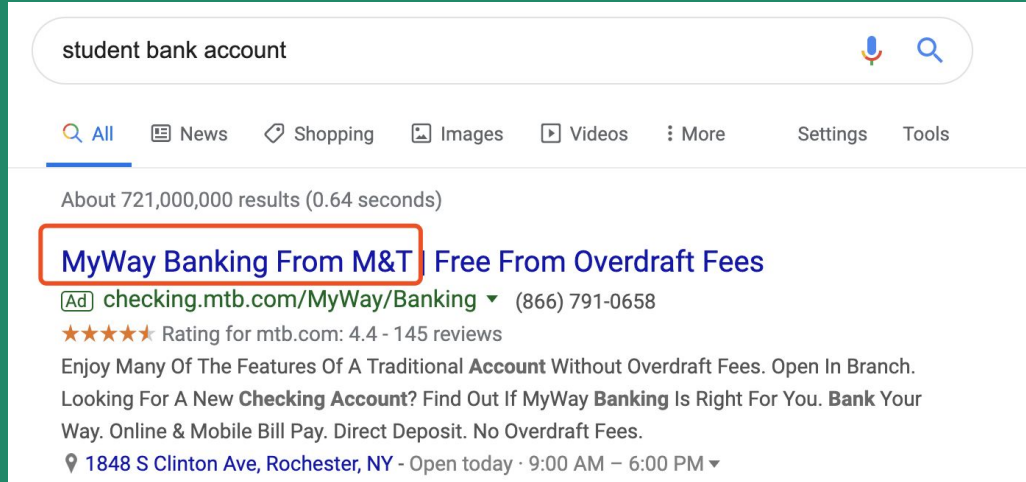
"Which of the following types of financial products do you currently have? Please select all that apply."



What are Competitors doing?

Competitors	Student DepProducts and Service	Online Value Proposition
SunTrust	<ul style="list-style-type: none">● Essential Checking for Students● Youth Advantage Saving accounts for minors under 18	Conquer the costs of college and head off to school in right direction
BB&T	<ul style="list-style-type: none">● Student Checking	Help find financial independence conveniently
Chase	<ul style="list-style-type: none">● Chase College Checking (also for high school students)	Accounts for campus life and beyond
BoA	<ul style="list-style-type: none">● Advantage SafeBalance Banking - Student Checking, Saving and Credit Card services	Take your first steps toward financial independence

Where are we?



student bank account

About 721,000,000 results (0.64 seconds)

MyWay Banking From M&T | Free From Overdraft Fees

(Ad) checking.mtb.com/MyWay/Banking (866) 791-0658

★★★★★ Rating for mtb.com: 4.4 - 145 reviews

Enjoy Many Of The Features Of A Traditional **Account** Without Overdraft Fees. Open In Branch. Looking For A New **Checking Account**? Find Out If MyWay **Banking** Is Right For You. **Bank** Your Way. Online & Mobile Bill Pay. Direct Deposit. No Overdraft Fees.

📍 1848 S Clinton Ave, Rochester, NY - Open today · 9:00 AM – 6:00 PM

MyWay Banking:

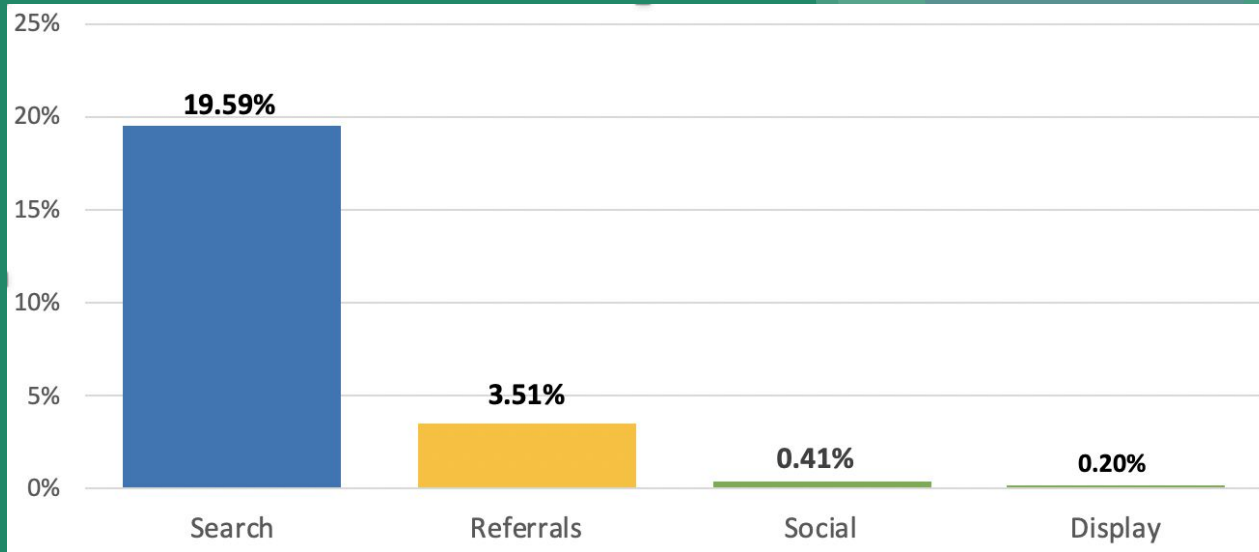
- 2018
- Checkless checking account
- available to minors between the ages of 13 and 17

Opportunity:

- Unique Selling Point, positioning
- Use digital marketing to reach young consumers

Digital Touchpoints

- Student Segment Personas:
online service, mobile, social, does not like ads, value content, open to risk, want to explore new channels



M&T Bank Website Homepage Traffic Source (excluding direct/email traffic)

Search Engine Optimization

- Two points of SEO M&T needs to improve



Backlinks

- Domain Referrals
- Domain Rating



Technical

- Cross-platform compatibility

Backlink Insights and Recommendations



Importance of Backlinks

- Broaden audience scope
- Benchmark backlink profile vs BB&T and SunTrust



Emphasis on content Quality and Quantity

Fog Index	Reading level by
17	College graduate
16	College senior
15	College junior
14	College sophomore
13	College freshman

Lower Gunning Fog index (15/18)



Increase guest blogging millennialmoney.com

Backlink profile for <https://www.mtb.com/home-page>

Exact URL

URL ratingSome title

82

Domain RatingSome title

75

Backlinks

694,144

88% dofollow

Referring domains

3,819

81% dofollow

Top 100 backlinks Top 5 anchors Top 5 pages One link per domain

Referring page	DR	UR	Referring Domains	Traffic	Anchor and backlink
Two Factor Auth List twofactorauth.org	75	83	3,964	3,125	MandT Bank www.mtb.com www.mtb.com/home-page
HOME www.aampmuseum.org	57	70	1,314	6,145	IMAGE Picture www.mtb.com/home-page
Tarrytown Music Hall - All Shows Powered By The Sun! tarrytownmusicall.org	54	50	646	4,300	IMAGE M&T Bank www.mtb.com/home-page
www.mandtbank.com	54	50	528	4,793	REDIRECT www.mtb.com/home-page

Technical Insights & Recommendations



Importance of compatibility

- Smartphone traffic > Desktop traffic
- Benchmark competitors



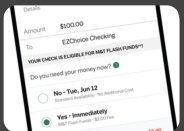
M&T's disallowed resource pages:
59%



Unblock important resource pages
to Googlebot



Migrate to latest jQuery v. 1.12

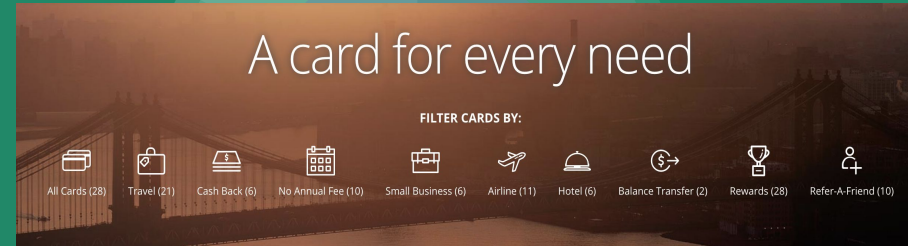



Resize images

	https://cdn.krxd.net/controltag/tqvdv1ilp.js	Script	Googlebot blocked by robots.txt
	https://cm.g.doubleclick.net/pixel?google_nid=9675309&google_hm=aEQzRVNVRDQxSURmRVEy&google_cm&google_sc	Image	Redirection error
	https://cm.g.doubleclick.net/pixel?google_nid=9675309&google_hm=aEQzRVNVRDQxSURmRVEy&google_cm=&google_sc=&google_tc=	Image	Redirection error
	https://fls.doubleclick.net/activityi;src=2810449;type=mtbcamp;cat=mtb_h298;ord=9949442415963.857?	Other	Googlebot blocked by robots.txt
	https://googleads.g.doubleclick.net/pagead/viewthroughconversion/990489911/?random=1575646579241&cv=9&fst=1575646579241&num=1&guid=ON&resp=GooglemKTybQhCsO&u_h=732&u_w=412&u_ah=732&u_aw=412&u_cd=24&u_his=2&u_tz=-480&u_java=false&u_nplug=0&u_nmime=0&sendb=1&ig=1&frm=0&url=https%3A%2F%2Fwww.mtb.com%2Fhome-page&tiba=M%26T%20Bank%20-%20Personal%20%26%20Business%20Banking%2C%20Mortgages%2C%20Loans%20%26%20Investments&hn=www.	Script	Googlebot blocked by robots.txt

Website Recommendation (content)

- **Unique selling points for products**
 - Card type
 - Meet customers' needs
- **Website reviews and comments**
 - 94% of respondents prefer online reviews
 - New “Word of Mouth”
 - Build Trust
 - Potential customer
 - Higher conversion rate





Chase Freedom Unlimited® credit card


★★★★★ (9,989 cardmember reviews)

BEST FREEDOM BONUS!

[Learn more](#)

[†Pricing & Terms](#)
[Rewards Program Agreement](#)

☐ Compare



Chase Freedom® credit card

★★★★★ (14,838 cardmember reviews)

BEST FREEDOM BONUS!

[Learn more](#)

[†Pricing & Terms](#)
[Rewards Program Agreement](#)

☐ Compare

Source: CenterState, “Why Reviews About Your Bank Matter”
<https://csbcorrespondent.com/blog/why-reviews-about-your-bank-matter>

Website Recommendation (technical)

- **Chatbot (AI)**
 - 56% of people prefer message
 - “Card finder”
 - Save cost & More efficient
 - Turn to LiveChat



How to Reach College Students - Social Media

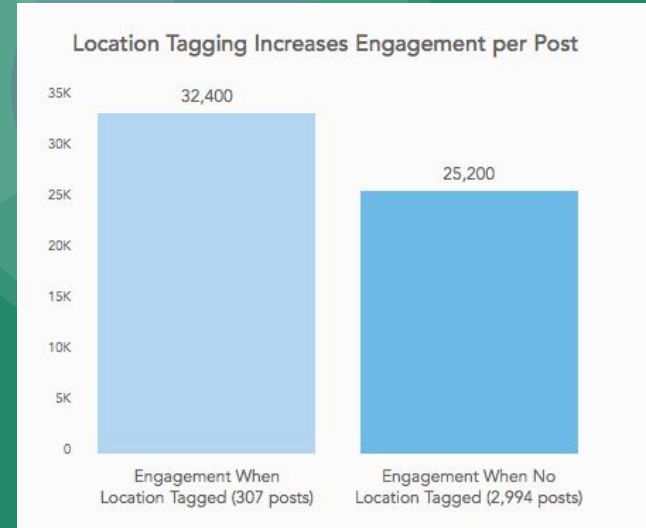
- Which platforms should M&T focus on and improve?
 - Instagram
 - Pinterest
- 36% of adults with some college experience use instagram, 32% use Pinterest
- College students prefer pictures and short video than long articles
- Performance
 - Active followers, traffic, engagement rate, conversion rate

Recommendations for Instagram

- Create an official account and add the link button on M&T official website
- Ins Stories
 - Save all Stories to profile's archive, so they will not disappear after 24 hours
 - Can be sorted into different topics
 - Integral way to tell your bank's story
 - Start the Story with your best, most-engaging piece of content
 - No need for professional videos, low costs

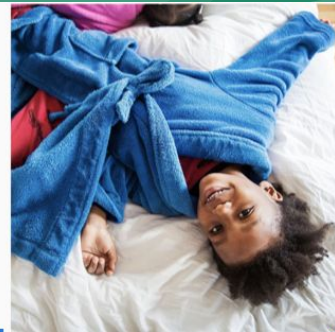
Recommendations for Instagram

- Humanize the bank by including faces in photos -> 38% more likes
- Community engagement
 - Follow members in community
 - Get employees involved
 - Tag location -> 79% more engagement
- Keep the look consistent
 - Style of pictures
 - Same filter
- Multiple hashtags
 - Branded hashtag (Ex. #M&T)
 - Local hashtags (Ex. #Rochester)
 - Money related hashtags (Ex. #collegefinance)



Instagram - BB&T

- Nice pictures with consistent color and style
- Uses photos of people to show humanity and good services, also better convey messages

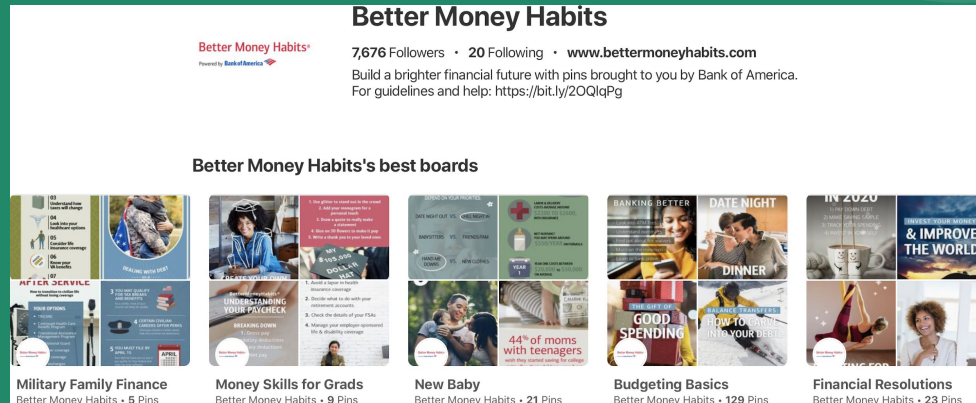


Recommendations for Pinterest

- Open up official account, consistent style with Instagram
 - Predicted to drive higher conversion rates than Facebook or Twitter -> relates to people's wish lists like travel
 - Counts more than 1.3 billion pins about managing money
 - A channel that consumers are using but competitors are not
- Create financial-related pins
 - Ex. College Saving
- Post photos of college savings and investment goals
- Hold contests or sweepstakes
 - Engagement and loyalty

Pinterest - Bank of America

- Account: Better Money Habits
- Plenty of good posters containing even more information than other platforms
- But hard for customers to find the account, if not click through its official website



Leverage Paid Advertising

4 key aspects:

- Timing
- Channels
- What to display
- How to measure success



Ads Placement Channel KPI

- **Social Media Platforms**
 - Facebook, Youtube, Instagram, Snapchat- video and picture
- **Frequently Visited Websites**
 - Major personal finance websites
 - Major price comparison websites such as
 - Websites used for searching colleges, renting home, purchasing cars with ads for relevant depository products
 - Major national and local news sites
 - Major comparison and review sites
- **KPI to Assess Success**
 - $\text{Cost per Acquisition} = \text{average CPC} / \text{conversion rate}$
 - CTR CPM

Appendix



Situation Analysis: 3 C's

Company

- regional, > 750 branches, 1800 ATMs, online & mobile service
- Online Value Proposition (OVP)

Consumer

- Current customer: No clearly defined segmentations
- Ignored(lagged) segment: Gen Z (aged 4-24) and depositary demands of young people aged 18+
- prospects of young people depositary services (72% checking, 63% saving)

Competitor

- BOA and Chase, Suntrust and BB&T all provide student checking account

Situation Analysis:TOWS

SO:

- **Strength:** good financial performance, stable free cash flow
- **Opportunity:**
- **Strategy:** invest in new technologies and new products segments

WO:

- **Weakness:** marketing, USP
- **Opportunity:** digital initiatives
- **Strategy:** explore new sales channels, utilize digital touchpoints

ST:

- **Strength:** experience in developing new products and entering new markets
- **Threat:** stiff competition
- **Strategy:** strategic corporate expansion, target new segments

Situation Analysis: PESTLE

Political

- Passed/Pending Privacy and data security bills i.e. New Jersey, New York

Economic

- 0.3% Increase in consumer spending
 - Upsurge in loan and credit card applications

Social

- Eroding public trust from student non-customers

Technological

- Traditional banks are automating, deploying robotics and AI

Legal

- Banks required to participate in a cybersecurity program

Environmental

- Banks susceptible to climate-driven financial crisis

On Page

M&T can purchase keywords searched most by students

- **M&T**
 - Organic Keywords: 107,932
 - Organic Monthly traffic: 496,820
- **BB&T**
 - Organic keywords: 168,154
 - Organic monthly traffic: 628,672
- **SunTrust**
 - Organic keywords: 316,122
 - Organic monthly traffic: 715,743
- **Recommendations**
 - **Invest in keywords like *'Banking mobile'***
 - 165,000 average monthly searches
 - CPC \$8.05
 - Low SEO difficulty

