

Web Branding for Financial Services

Financial Services are being redefined by technology.

The opportunities afforded by the net are innumerable. Markets have expanded across the globe and new markets are emerging every day, bringing with them new criteria for service wants and needs. In response, financial services are changing, brands are evolving and with them, the nature of marketing in financial services. When the connections to your customers change, so do their perceptions, loyalty and predisposition to engage. The challenge is to turn these new technologies into an opportunity to create a single cohesive brand experience that helps sales, improves customer value and delivers a return on your marketing investment.

The web is not another brochure.

Net connections are a whole new channel to reach your market. With web-based technologies you can now complement your traditional marketing with timely information, product delivery and services that make every company a 24 hour / seven day a week provider. With new technologies come new demands, however. Each company must revisit their marketing message, their identity, the best means to reach their customer and strike a balance between traditional marketing strengths and new ways to satisfy their clients.

Building Relationship Architecture.

With the right balance of old and new technologies, you can leverage the investment in each. Together, your site, sales and service form a single relationship which is the sum of all of your customer touch points. By stepping back and approaching your audience with insight and flexibility you can build a brand experience around these touch points, which tells a story of real value to each customer -- *An integrated story which moves that customer along a sales cycle, retains a dissatisfied customer or gains share in a new market.*

It's not too late.

New creative messages are being developed even faster than the technology. Now is the time to deliver your message. However, based on our insights into the unique nature of financial and investment services, we emphasize those characteristics which instill trust, confidence and a sense of opportunity to

prospects. When creating new marketing for our customers, we have found it vital not to lose sight of the fundamentals - knowledge, customer orientation, project management and delivery - while we offer creative, real-world marketing solutions.

Six steps to an effective web solution

- Address and target the new marketplace expectations***
- Establish business goals for your site***
- Partner with those who understand both you and your customers***
- Create a web presence that is customer centered and modular***
- Deliver product, content and service the way your customers buy it***
- Integrate your web marketing***

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