



# COMMUNITY BANKERS ASSOCIATION OF ILLINOIS

## Webinar – On-Demand Web Link

### Marketing in 2021: Virtual Relationships & the New Customer

Tuesday, May 25, 2021

2 - 3:30 p.m.

It's no secret that 2020 brought a lot of change – much of which shifted how consumers interact and engage with all types of brands. The banking industry was not immune to this evolutionary impact. More than ever, marketing strategies must adapt to these changing needs to remain relevant – not just from a product perspective, but in your marketing efforts.

Unless you've implemented a comprehensive digital marketing-focused strategy, the likelihood of capturing consumers' attention only becomes more challenging. Then add the growing competition of non-traditional players jostling for position, the growing trend of video, the impact of personal branding at the employee level, just to name a few. Do you need to step up your marketing game?

#### HIGHLIGHTS

- More clearly define how consumer behavior has shifted and ways marketing/outreach strategies must adjust to remain relevant
- Embrace the need to empower your staff to build their personal brand digitally and provide training on how to create relationships virtually
- Adapt your culture to the new digital-first consumer and serve their financial needs
- Further understand the various social platforms (i.e., Facebook, LinkedIn, Instagram, etc.) and recent changes/features you should be using
- Better measure and analyze your marketing efforts to track performance and aid with engagement and ROI calculations

#### TAKE-AWAY TOOLKIT

- Excel-based UTM “tagging” record sheet to assist in maintaining a comprehensive list of Google campaign URLs to help measure inbound website promotional activity
- Employee training log
- Interactive quiz

#### DON'T MISS THESE RELATED WEBINARS!

**Federal Requirements for Tech-Based Marketing: Websites, Social Media, Robo Calls & More on Wednesday, March 17, 2021**

**Hot Topics in Social Media Engagement for Community Banks on Tuesday, September 21, 2021**

**Attendance verification for CE credits provided upon request.**

#### WHO SHOULD ATTEND?

This informative session focuses on the marketing and retail areas. However, the insights provided benefit business development staff (i.e., lenders and relationship managers) and senior executive leaders responsible for the institution's strategic direction.

#### ABOUT THE PRESENTER

**Eric C. Cook**, of WSI Digital Marketing, was the driving force behind many of his bank's strategic technology initiatives during a successful 15-year banking career. In 1995 he took his community bank online, making them one of the first “hometown” banks in the nation with a web presence. When Cook left banking in 2007, he was regional president for a Michigan-based, publicly traded community bank.

Today, Cook owns his own digital marketing agency, focused on helping clients connect and engage with their customers online. A three-time contributing author to the best-selling book *Digital Minds*, he also serves as faculty at several banking schools around the country where he teaches financial industry professionals how to engage and build relationships online with today's digital consumer. Cook combines hands-on experience with state-of-the-art digital marketing solutions to help clients achieve success online. He's a national, sought-after speaker on social technology, digital strategy and online business trends.

#### THREE REGISTRATION OPTIONS

##### 1. LIVE WEBINAR

The live webinar allows you to have up to three audio and Internet connections to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that allow entrance to the seminar. The session is approximately 90 minutes, including question and answer sessions. Seminar materials, including instructions, PIN number, and handouts are emailed to you prior to the broadcast. You need the most-current version of Adobe Reader available free at [www.adobe.com](http://www.adobe.com).

##### 2. ON-DEMAND WEB LINK\*\*

Can't attend the live webinar? The ON-DEMAND WEB LINK\*\* is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within two business days following the webinar, you are provided with a web link that can be viewed anytime for the next six months. This link expires six months after the live program date.

##### 3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK\*\*

Options 1 and 2 described above.

**NEW! Listen to the on-demand web link on your iPad, iPhone, Android. Instructions will be emailed to you with the on-demand link.**

\*\*All materials are subject to copyright and intended for your bank's use only.

**AFFORDABLE TRAINING, WHEN AND WHERE YOU CHOOSE**

Community Bankers Association of Illinois • 901 Community Drive • Springfield, IL 62703

# REGISTRATION FORM

**Marketing in 2021: Virtual Relationships & the New Customer**  
**Tuesday, May 25, 2021**

**2 - 3:30 p.m.**

**Choose Your Training Option:**

| <b>Purchase</b><br>(Check one) | <b>Training Options</b><br><i>(Registration includes hookups in up to three locations)</i> | <b>CBAI Member</b> | <b>Prospective-Member*</b> |
|--------------------------------|--|--------------------|----------------------------|
|                                | Live Webinar   | \$275              | \$475                      |
|                                | On-Demand Link**   | \$275              | \$475                      |
|                                | <b>Special Pricing</b> for Live Webinar & <b>On-Demand Link</b>                            | \$375              | \$575                      |

\*\*All materials are subject to copyright and intended for your bank's use only.

**Name** \_\_\_\_\_ **Title** \_\_\_\_\_

**Bank** \_\_\_\_\_

**Street Address** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_ **Email** \_\_\_\_\_

(E-mail address is required for registration).

**Material Delivery Options**

Check here if you are unable to receive your hook-up instructions and materials via the Internet and hard copies will be mailed to you.

**\*Only financial institutions/firms eligible for CBAI membership.**

**Please select your payment method.**

Check Enclosed       Check in Mail       Credit Card\*

**\*If you are paying by credit card, please fill out the following information. (MasterCard, Visa & Discover accepted).**

Name as It Reads on Card \_\_\_\_\_ Card Number \_\_\_\_\_

Company Name on Card \_\_\_\_\_ Expiration Date \_\_\_\_\_

Billing Address of Card \_\_\_\_\_

Three-Digit Security Code \_\_\_\_\_



**Mail it in:**  
**CBAI Education Department**  
**901 Community Drive**  
**Springfield, IL 62703-5184**



**Fax it in:**  
**(217) 585-8738**



**Call it in:**  
**(217) 529-2265**



**Click it in:**  
**www.cbai.com**

**Please note: On-demand link is available two days after the webinar date and expires six months after.**