

2021 Digital and Social Strategy Bootcamp



October 21, 2021
SHAZAM Education Center
CBAI Headquarters
Springfield, IL

Course Introduction

As the world of digital marketing, social networking and online activity continues to show no signs of slowing down (especially after the crazy year we had in 2020), having a complete understanding and comprehensive digital marketing plan in place is critically important as a community bank.

This program is designed with sufficient time for discussion, sharing, questions and exploring what YOU want cover. We will be doing work in class, so if you are able to bring a laptop, you can make changes and try out what you have learned while we are together.

Agenda

- Explore the key elements of creating a digital marketing strategy (website, email, digital advertising, analytics, landing pages, etc.) and how they continue to evolve.
- Review functionality enhancements and success strategies for many of the popular social networking platforms such as Facebook, Instagram, LinkedIn, Twitter, etc.
- Learn how to leverage video to tell your bank's story (both pre-recorded and live) – videos will also be created in class.
- Develop a strategy to engage bank staff as “social advocates” to help build a personal brand (while supporting bank marketing objectives.)
- Build a profile of your ideal target customer(s) and the best way to engage and build relationships with them online.
- Set expectations for performance, track metric benchmarks and measurement strategies to help determine results, including Google Analytics.
- Gain tips on building your personal brand online so that people want you as their “banker” not just as another person in the “bank”

We would like for you to provide feedback and participate in the pre-Bootcamp survey. This helps provide additional details on what YOU are hoping to learn, and makes sure class is as relevant as possible. To participate, please visit the survey link below. As a courtesy to the instructor, please complete the survey **before end of day Friday, October 8, 2021.**

<https://www.surveymonkey.com/r/2021CBAIBootcamp>

BONUS PERK

Each registrant that attends the Bootcamp is eligible for a 30-day visitor traffic analysis of their bank website home page using tracking code from the service CrazyEgg. You will be provided with a short snippet of code to add to your website, then desktop “clicks” and mobile “touches” will be recorded over the next 30-days.

Each bank receives their own personalized recap report and narrative of activity to help you make strategic decisions on how to best use your website. It is a great way to learn how visitors are interacting with your “busiest branch office” and help discover ways to get customers to do more than just stop by and login to their accounts!

Meet Your Instructor

Eric Cook has been one of the facilitators for the CBAI's Marketing Groups for several years. A former 15-year banker and digital agency owner at WSI Digital since 2007, Cook possesses a unique combination of banking and digital marketing knowledge that is hard to find anywhere else. In 2020, to further serve the needs of community bankers, he launched the industry's first online mastermind community, called *The LinkedBanker*.

You will learn a lot and have some fun in what promises to be an information-packed, energetic full-day session. And don't worry - even though it's called a "Bootcamp," you won't be required to do any push-ups!



Registration Fees

Fees include hand-out materials, refreshment breaks and lunch. An income tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills.

Cancellation Policy
Registrants cancelling two days prior to each seminar receive 100% refund; one day prior, 50%; the day of the seminar, no refund. All cancellations must be made in writing prior to the seminar day. Invoices and training materials will be sent to all "no shows."

CBAI MEMBER

First Registration	\$275
Each Additional Person	\$255

****PROSPECTIVE-MEMBER**

First Registration	\$475
Each Additional Person	\$455

CDD members receive a 10% discount.

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

Who Should Attend?

With the impact of digital and social strategies now reaching virtually all areas of the bank, individuals from various areas would find the session valuable. Marketing and retail managers, senior management, lenders, sales managers and those in compliance would find valuable information to help with the creation (or enhancement) of a comprehensive digital and social effort at their bank.

Registration Form

**2021 DIGITAL & SOCIAL STRATEGY BOOTCAMP
OCTOBER 21, 2021**

Please Print

Name of Bank _____

Address _____

City, State, Zip _____

Tel. No. _____

Name/Title _____

Email _____
(E-mail addresses are required for registration).

Name/Title _____

Email _____
(E-mail addresses are required for registration).

I have special needs, please contact me before the seminar.

Please select your payment method.

Check Enclosed

Check in Mail

Pay at Door

Credit Card*

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

Name as It Reads on Card _____

Company Name on Card _____

Billing Address of Card _____

Card Number _____ Exp. Date _____

Three-Digit Security Code _____



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CBAI Education Department
901 Community Drive
Springfield, IL 62703-5184



Fax it in:
(217) 585-8738



Call it in:
(800) 736-2224
(217) 529-2265

Date and Location

October 21, 2021
SHAZAM Education Center
CBAI Headquarters
901 Community Drive, Springfield
217/529-2265

Agenda

Registration begins at 8:30 a.m.
The seminar runs from 9 a.m. to
approximately 4 p.m. Continental
breakfast and lunch provided.

Continuing Education

CBAI is a registered Public Accounting
Continuing Professional Education
(CPE) provider by the Illinois Dept. of
Financial and Professional Regulation.

For More Information

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