



## Financial Services and SEO

Case Study

DaBrian Marketing Group, LLC

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**The Credit Union's ROI after 2 months, based on Total Annual Cost of SEO Services**

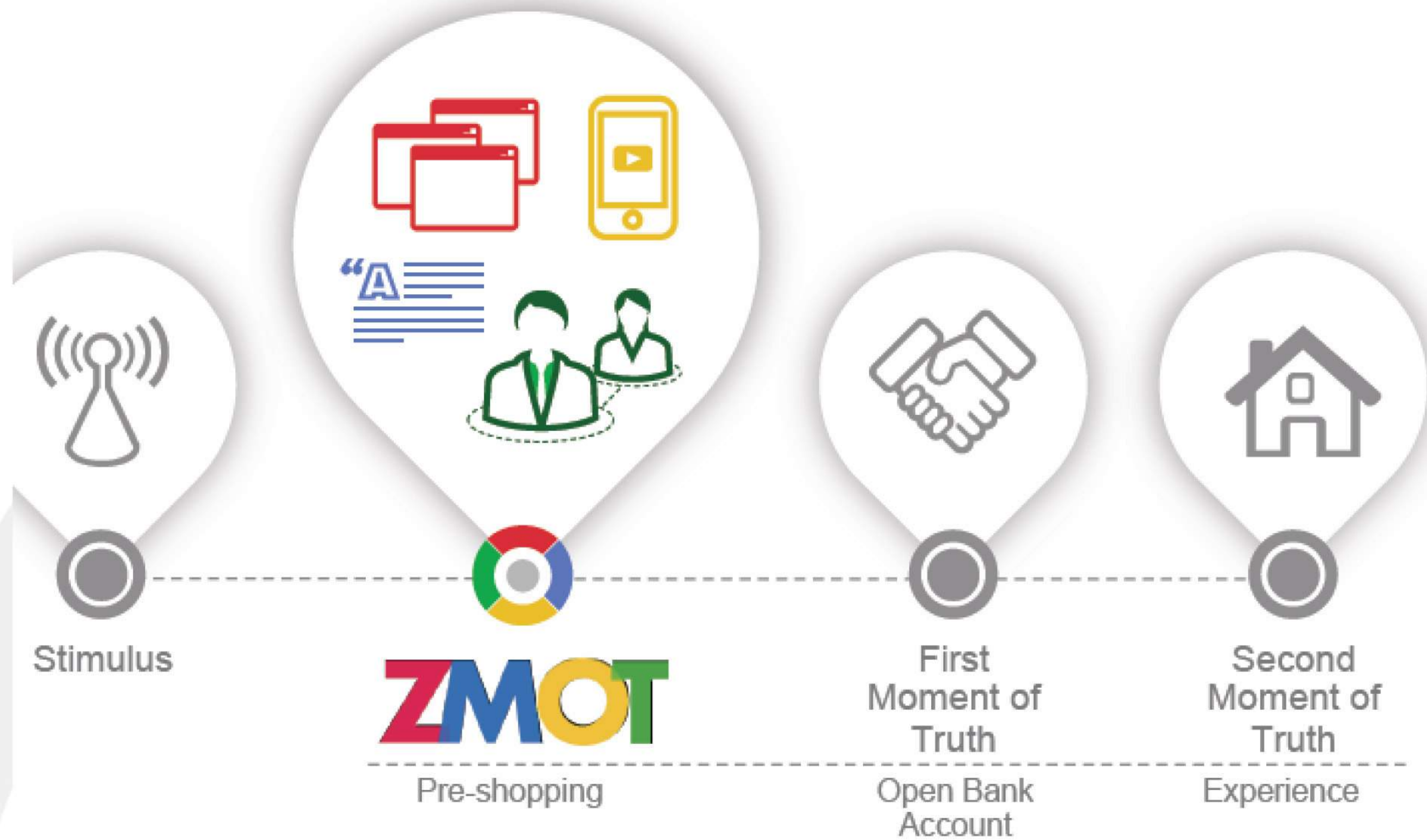
MARKETING IMPACT	QUANTITY
Estimated Target Reached	6,500,000
% Convert to Lead	0.28%
Incremental Lead	107.22
Net Present Value Per New Lead	\$500
Incremental Revenue from Leads	\$53,610
Average Gross Margin %	30.00%
Profit from Incremental Sales	\$16,083.00
Incremental Gross Margin	\$16,083.00
Net Profit	\$1,828.00
<b>ROI</b>	<b>+12.82%</b>

**The Bank's ROI after 2 months, based on Total Annual Cost of SEO Services**

MARKETING IMPACT	QUANTITY
Estimated Target Reached	6,500,000
% Convert to Lead	0.17%
Incremental Lead	53
Net Present Value Per New Lead	\$500
Incremental Revenue from Leads	\$26,500
Average Gross Margin %	25.00%
Profit from Incremental Sales	\$6,625.00
Incremental Gross Margin	\$6,625.00
Net Profit	-\$7,630.00
<b>ROI</b>	<b>-53.53%</b>

**Conclusion**

According to ZMOT (Zero Moment of Truth), an eBook provided by Google, Online Search and information gathering from brand controlled websites showed higher usage compared to FMOT (Final Moment of Truth) sources such as in-person discussions with representatives and brochures/pamphlets read at the financial services location. Both banks and credit unions need to position their brands as well products/services for the pre-shopping phase prior to acquiring services. It started with search engine optimization because of SEO's impact of paid advertising and costs per acquisitions.



Search Engine Optimization is a critical part of generating traffic for financial services institutions. It is important that all aspects of the organization understand the value of SEO as well as the several tasks or resources that will be associated with the implementation of a successful campaign. The Bank and Credit Union had similar product/services offerings; however, The Bank lacked the ability to effectively implement the SEO strategy. In addition, they would not provide us with access to implement the necessary changes due to their security policies.

As for The Credit Union, we were able to implement the SEO strategy which made us completely accountable for the SEO campaign. In addition, it provided the Credit Union with the ability to continue to work on other issues which helped to increase their profit margins. At the same time, we were able to generate twice the amount of incremental leads compared to The Bank. These leads also cost 50% less than The Bank's, which generated a higher ROI.