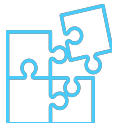


HEARST
BAY AREA

Financial Services

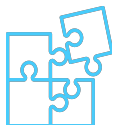
HEARST SERVICES

Hearst Newspapers provides organic social media, paid social media, and boosting solutions to help the brand reach their goals.



ORGANIC SOCIAL MEDIA

Organic social media content is any free content shared on social media profiles including posts, videos, stories and more. This content can be seen by a portion of your followers, people who are following any hashtags you use and the followers of anyone who shares your post. We also include boosting in this product to make mini ads out of the organic content.



PAID SOCIAL MEDIA

Organic social media content is any free content shared on social media profiles including posts, videos, stories and more. This content can be seen by a portion of your followers, people who are following any hashtags you use and the followers of anyone who shares your post. We also include boosting in this product to make mini ads out of the organic content.



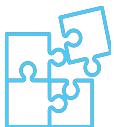
SOCIAL ADVERTISING CAMPAIGN

Hearst Newspapers built a custom strategy tailored to Client A's need for overall brand awareness, traffic to the website, and engagement.



Objective

Drive awareness for their weekly events to increase attendance, ticket sales, and generate leads for monthly giveaways on Instagram / Facebook.



Solution

Engage with target audience to drive Facebook Event RSVPs, website traffic, ticket sales, and leads to further build their CRM database for a full-funnel approach



ABOUT CLIENT A

Client A is a community financial institution, offering real estate financing and deposit services at fair and competitive rates, while adhering to the highest standards of business ethics, safety, and excellence in service.



FINANCE TRENDS IN MARKETING

Finance brands are no longer scared of social

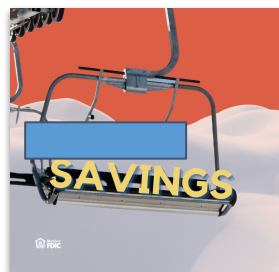
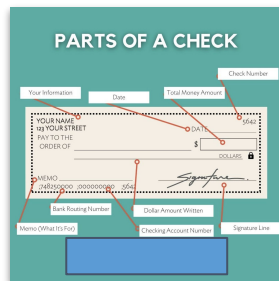
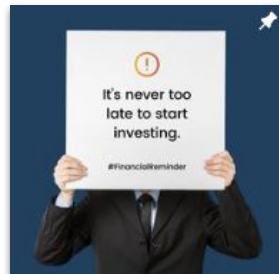
Due, in part, to strict industry regulations, financial services have been slow to adopt social media. However, now that regulations have caught up, and financial services have seen that social media is here to stay, the industry is seeing 31% growth on social networks

Customer service on Social is a huge driver of loyalty

Financial brands are staying away from the impersonal, big-box feel and instead use social media for a warmer connection to their customers. They are able to answer questions, help with problems, and offer advice in a much more personal way than simply saying “call our 1-800 number.”

Mobile-Friendly is driving for more online account registrations

According to a recent study by Adobe, financial service mobile apps are the number one most-opened type of app by consumers. In fact, consumers use these apps 30 percent more frequently than any other category of app.



Financial Client A

What we have accomplished:

In one year, this client achieved over 1.4 million impressions, 555% increase in engagements, 7,819 link clicks and gained 406 followers.

Services:

Organic Social Media
Boosting



2021/2022 vs. 2020/2021

👁️ 1,396,763

👍 175,693

🔗 7,819

👤 +406

+414%
Impressions

+559%
Engagements

+3,158%
Link Clicks

+27.3% Fan
Growth

PAID SOCIAL

With certified Facebook tools, our team was able to collect data and create the following custom audiences. These custom audiences allow for a wider net of viewers that are genuinely interested in the brand and product.



RETARGETING

Audiences in this group have been collected from data within website traffic, social platform engagement, and previous campaign objectives. The people within these audiences are often familiar with the brand and receive the sales information at optimized intervals.



LOOK-A-LIKE (LAL)

This audience is a mirror image of selected data sources. LAL audiences are copied from another group by determining similar to near exact traits, such as age, gender, location, interests, etc. Once the affinity and determined is made, the ads are then delivered.



Financial Client A

The image shows two overlapping screenshots of Facebook advertisements for Bay Area Financial. The top ad features a blue header, a three-dot menu, and text: "Serving the Bay Area since 1963 [redacted] here to help you gain control of your finances! Our team of financial experts welcomes you to our brand of community banking." Below this is a paragraph: "With 5 convenient locations, we're dedicated to helping you save money & guiding you through important financial decisions. Sign up to start your financial journey with us!" and a "Member FDIC" label. The bottom ad is a video player showing a woman and a man in a meeting, with a play button icon. Below the video is the text "FORM ON FACEBOOK Talk To One Of Our Local Financial Experts!" and a "Sign up" button. The bottom ad also includes a "Sponsored" label, a three-dot menu, and text: "Here [redacted] firmly believe that financial decisions are best made at a local level by people who ...See more". Below the video is the text "storystudio.sfgate.com [redacted] Your Local Bay Area Financial" and a "Learn more" button.

Serving the Bay Area since 1963 [redacted] here to help you gain control of your finances! Our team of financial experts welcomes you to our brand of community banking.

With 5 convenient locations, we're dedicated to helping you save money & guiding you through important financial decisions. Sign up to start your financial journey with us!

Member FDIC

FORM ON FACEBOOK
Talk To One Of Our Local Financial Experts!

Sign up

Sponsored [redacted] Here [redacted] firmly believe that financial decisions are best made at a local level by people who ...See more

storystudio.sfgate.com [redacted] Your Local Bay Area Financial Learn more

What we have accomplished:

In 6 months, this client achieved over 898k impressions, 43,095 engagements, 584 page likes, 7,795 link clicks and received 90 leads.

Services:

Paid Social

July 15- Jan 15th 2022

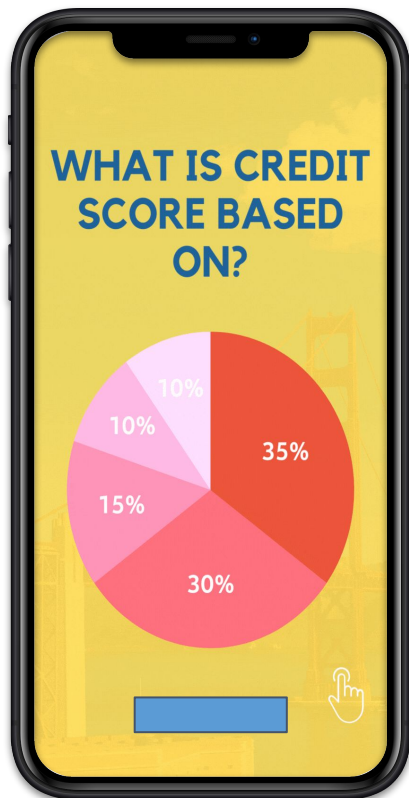
👁 898,000

👍 43,095

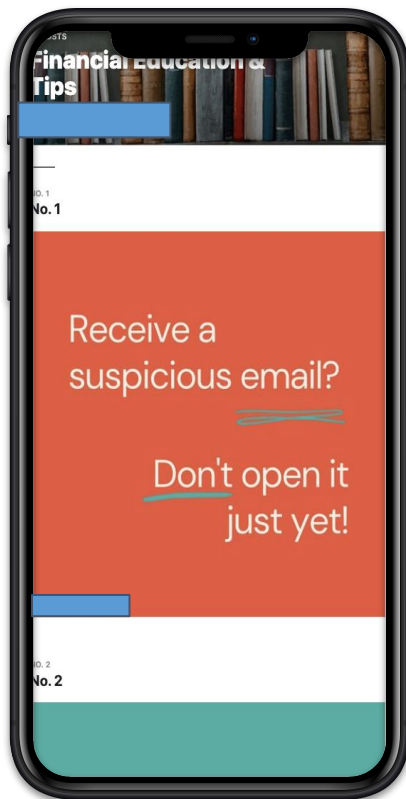
🔗 7,795

👤 +90

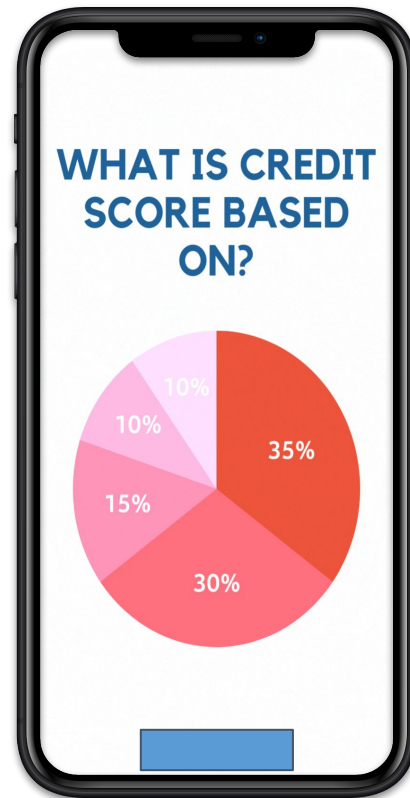
Innovative Content



INSTAGRAM STORIES

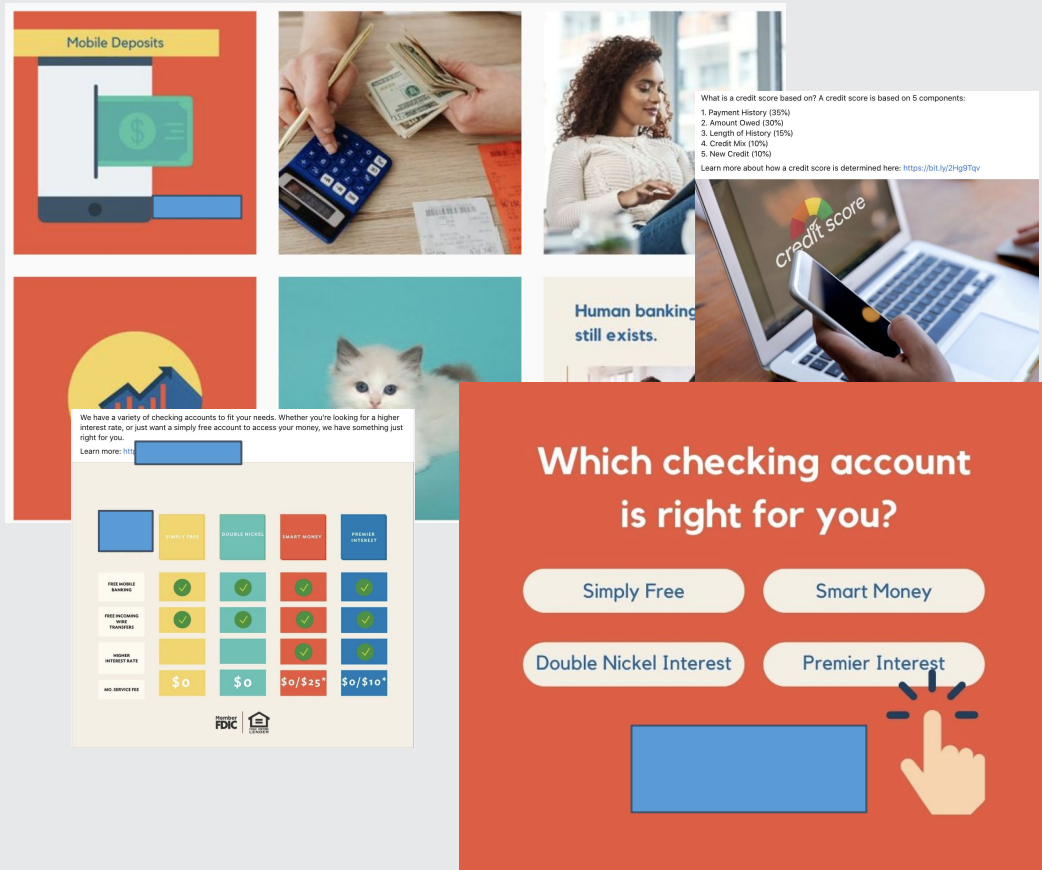


INSTAGRAM GUIDES



INSTAGRAM VIDEOS

CONTENT & RESULTS FINANCIAL CLIENT A



What we have accomplished:

Since we took over in April 2021, we achieved:

- 1,668, 502 Impressions
- 132,568 Video Impressions
- 44,014 Engagements
- 8,059 Link Clicks
- Increased by 641 followers
- Created 382 posts like images carousels and videos.
- Created new content such as IG Stories, Reels, and Guides.

Client standouts:

- Created Instagram and Facebook accounts from fresh in April 2021.

HEARST

B A Y A R E A

**Let's talk about how Hearst Bay Area
can help your business thrive.**

Contact us today to learn more.