

Claremont Savings Bank



A Website Launch Promotion that Clicked

Sector: Financial services – personal and business banking

Elements: Email, Facebook promoted posts, online ads, website graphics and contest, radio commercials, in-branch flyers and posters, teller buttons, statement inserts



Pre-launch teaser emails achieved a record-setting 32.6% open rate, generating advance buzz for CSB's new website.

Revamping its decade-old website positioned Claremont Savings Bank (CSB) to serve a new generation of mobile and online users more effectively. But first CSB needed to generate visits from customers who had stopped coming to the site – and new prospects who had never come at all. As the launch drew near, CSB looked to Creative Co-op for a solution.

CSB's online marketing received an upgrade, with 1,462 web visits generated by Facebook ads alone.

THE CREATIVE APPROACH

To reach everyone from longtime customers to new millennial prospects, Creative Co-op responded with a multi-channel campaign that spanned print, online and social media. It also offered much-needed flexibility, based on four key components that let CSB work around an uncertain launch date.

- **Pre-launch:** generate advance interest with teaser emails, flyers, radio spots and statement inserts touting the all-new website's innovative features
- **In-branch:** raise awareness among offline customers with lobby posters, flyers, teller buttons and support tools helping staffers promote the website
- **Post-launch:** drive traffic to the new website with emails, online ads, statement inserts and social media posts on Twitter and Facebook
- **Promotion:** encourage visitors to explore the site in depth with a fun "Website Scavenger Hunt" offering prizes for finding a hidden acorn, a key element of CSB's logo

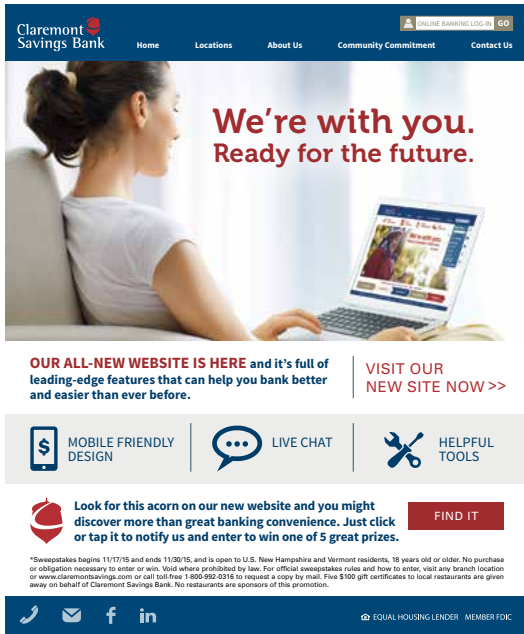


Lobby flyers, teller buttons and statement inserts raised awareness among offline customers.

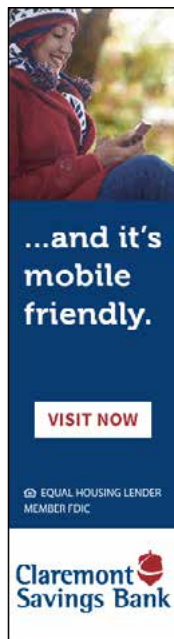
To learn more about Creative Co-op and our approach to creating distinctive and powerful brand communications for your business, call 603.658.1600.



WEBSITE PROMOTION



Post-launch emails linked to the new site for increased traffic, inviting visitors to join a Website Scavenger Hunt for fun and prizes.



Animated web ads and rotator graphics helped attract new prospects.

RESULTS

The campaign's launch in late 2015 raised CSB's website traffic to new levels, helping customers and prospects discover greater convenience while reinforcing CSB's position as the top financial institution in the Greater Claremont area.

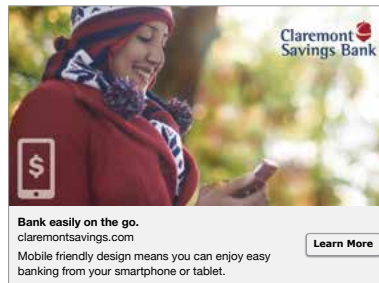
Record-setting results included:

- A 32.6% open rate for the teaser email campaign
- A 27.6% open rate for the launch email campaign
- 1,462 web visits via Facebook advertising

Equally important, Creative Co-op's campaign helped CSB upgrade its marketing tools as well as its website. New templates for email, social media and web advertising gave the bank a cost-effective model for future campaigns, helping it stay current with 21st-century consumer trends.

Claremont Savings Bank

Our all-new website is here and you'll never look at us the same way again.



Claremont Savings Bank

Our all-new website is here and it's exactly what you would expect from us.



Facebook promoted posts generated 1,462 website clicks while highlighting new features.

Claremont Savings Bank

Our all-new website is here and it's taking personal service to a whole new level.



Claremont Savings Bank

Our all-new website is here and we included a little surprise for you.

