

Paducah Bank

SOCIAL MEDIA

2024 Presentation



MEMBER FDIC

VIDEO

Love. Hate. Fear.





COMMUNITY BANK MARKETER CHALLENGES

EXPANDING RESPONSIBILITIES

Donations / Special Events / Advertising
Digital (website, SEO, ADA, esignatures, on hold messages)
Social Media / Printed Materials

SMALL STAFFS

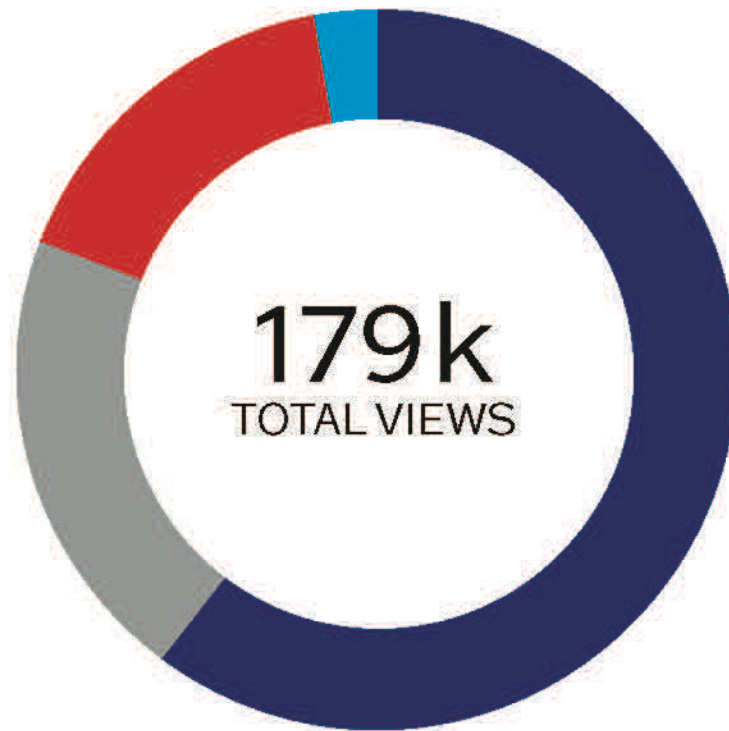
SMALL BUDGETS

NOT ENOUGH TIME



2016 FACEBOOK VIDEO PERFORMANCE

VIEW METRICS



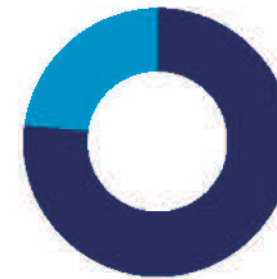
29.6k
ORGANIC FULL

108k
ORGANIC PARTIAL

5.1k
PAID FULL

36.6%
PAID PARTIAL

VIEWING BREAKDOWN



77%
ORGANIC VIEWS

23%
PAID VIEWS



98%
AUTO PLAYS

2%
CLICK PLAYS

VIDEO

The Early Years



HIGHLIGHTS

■ Social Media Strategies

While measuring the direct impact of Facebook on your ROI can be difficult, this institution has seen its page bring in new business—such as a \$350,000 loan that came in during one popular contest.....3

■ Smart Phone Apps

This California bank recently rolled out mobile banking, and is seeing the adoption rate for its iPhone and Android apps, in particular, take off among users.....4

■ E-Statement Sign-Ups

A Michigan institution is having success switching over paper statement users to eStatements. A cash incentive and a Touch-Screen Tablet have both been offered to draw people in.....5

■ Mobile Banking

Although mobile banking apps are increasingly the go-to choice for customers, this institution found that SMS/text is the most popular option after its first two weeks of offering mobile banking.....7

■ Facebook Events

institution is one of the companies on

Hiring a 25-year-old “non-banker” is one strategy that has helped this bank make a splash on Facebook

■ Unique page events get people talking and into the branch

As an early adopter of Facebook among financial institutions, The Paducah Bank and Trust Company (\$500 million, Paducah, Kentucky) has grown its page to an impressive 4,300 followers, and counting.

www.paducahbank.com

View the bank's Facebook page at: www.facebook.com/PaducahBank.

Susan Guess, Senior Vice President/Marketing Director, says the bank has been on Facebook for more than two years. “I have to admit, it was our CEO at that time who suggested that we should get on Facebook,” she says.

“And I, the marketing director, was like, *I don't know!* Usually it's the other way around, but of course when you do something, you want to do it well, so that was a concern. Most community banks have one person in the marketing department, so I was thinking, *How are we going to take on another medium, and do it well?*”

Calling in a social media expert

To help prepare for the bank's entrance onto Facebook, Guess says she did some research on local people who were fully engaged in the social media world.

(Facebook Page...on p. 2)

Website Ad for Bank's Facebook Page

WOW! PADUCAH BANK

apply for loans online!

Join us on facebook!
Follow us on twitter!

Working with a bank that's actually behind locked doors, vaults, and security makes it super exciting to me.

Paducah Bank is facing the future and getting on the network. Let's talk!

Check it often. Share thoughts and ideas. Win, fun, tree stuff!



Refer a Friend winners!




Watch later



Share



Watch on  YouTube





Paducah Bank Top 10




Watch later



Share



Watch on  YouTube



WOW MAN

Watch later Share



[paducahbank.com](https://www.paducahbank.com)
[m/paducahbank](https://www.paducahbank.com/paducahbank)

Watch on  YouTube



Three Tornadoes in a Van



Watch later



Share



Watch on YouTube



Paducah Bank Flash Mob



Watch later



Share



Watch on  YouTube



Paducah Bank WOW Warming Center



Watch later



Share

Watch on YouTube

MEMBER FDIC

SOCIAL MEDIA ROOM ERA





PADUCAH BANK

WOW!





PADUCAH BANK
WOW!

PADUCAH BANK
WOW!

PADUCAH BANK
WOW!



Paducah Bank Social Media Room



Watch later



Share



Watch on  YouTube



Special Edition | 7 Questions with Josh Hunt, Mccracken County Superintend...



Watch later



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Watch on  YouTube



| Seven Questions With a Paducah Banker! | WHO is Paducah Bank? | Featuring Sally W...



Watch on  YouTube



It's going to be a WOW! Christmas | Special Report with Noah Bergren | Padu...



Watch later



Share

WOW!

MEMBER FDIC

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20

10



25

16



34

17



35

26



35

26



5

5



Watch on YouTube



Carson Center Elf 2022




Watch later



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It's Going to be a WOW! Christmas with Kentucky Kickz | Paducah Bank 2022 | Kentuck...



Copy link



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Its going to be a WOW! Christmas with CG Toys | Paducah Bank | Happy Holidays



Copy lin



Watch on YouTube



WOWMaker: Chip Wynn

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Paducah Bank | Did you know? | Debit Card On / Off



Watch later



Share



Watch on  YouTube



GEORGE WILSON
RETIRED NFL PLAYER

1ST MONTHS:

increased social media impressions across all of its accounts to 4.5 million, a 58.3% increase from the same period a year earlier.

336,021 video views from November 1, 2022 to September 20, 2023, an increase of 861% compared with the same period a year earlier.

Is your deposit growth real or phantom?

FIND OUT



How to Drive Core Deposits at Half the Cost



(SPONSORED CONTENT)
Be Your Consumers' Top Choice!

How This Small-Town Bank Boosted Its Video Views on Social Media by 800%

SUBSCRIBE NOW

GET THE FINANCIAL BRAND'S FREE EMAIL NEWSLETTER

In November 2022, a Kentucky bank converted a conference room into what its chief marketing officer dubbed the "social media room," where it could create videos for posting on Facebook and other platforms. A year later, its social media engagement is up 60%, and its video views are up more than 800%. Here are some of the lessons learned from nearly a year of leaning into this effort.

Deich, Editorial Operations Manager and Staff Contributor with The



Print



2023 FACEBOOK OVERVIEW

IMPRESSIONS: 4,888,620 (up 51.2%)

ENGAGEMENTS: 442,763 (up 45.3%)

- Comments: **63,001** (up 41.9%)
- Shares: **9,782** (up 82.7%)
- Reactions: **142,648** (up 28.8%)

AUDIENCE GROWTH:

Net Follower Growth: **1,672** (up 84.3%)

PUBLISHING BEHAVIOR

Published Posts: **792** (down 15.7%)

Published Videos: **117** (up 74.6%)

PADUCAH BANK'S INVESTMENT IS PAYING OFF IN ENGAGEMENT.

Take the bank's Halloween Facebook post, calling for costume photos (and offering \$100 to a randomly selected respondent). Within a day, 621 people commented, 16 shared it, hundreds contributed photos, and dozens "@ed" other locals. And everyone saw the next post on the feed — an advisory piece regarding financial planning for women.

In comparison, U.S. Bank's Halloween Facebook post got 36 likes, eight shares, and no comments, after one day.



5 TAKEAWAYS

1

DON'T
INVEST
TOO MUCH
IN LAND
YOU DON'T
OWN.

2

BE
BOLD!
DON'T
BE
AFRAID.

3

TELL
YOUR
STORY.

4

BRING
VALUE
and
CONNECT
WITH
CUSTOMERS!

5

HAVE
FUN!