

CORE
OPTIMISATION
THE RESULTS AGENCY

THE DIGITAL LANDSCAPE

FINANCE EDITION

INDUSTRY ANALYSIS
NOVEMBER 2024

The Digital Landscape

Finance Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective customers, and stay ahead of the competition.

This report covers actionable insights on current trends, challenges, and opportunities shaping the financial sector. Key topics include detailed analysis and trends around Digital Strategy, PPC, Paid Social and SEO.

Digital Strategy

Buy Now Pay Later services continue evolving, with financial institutions expanding beyond consumer goods into travel, healthcare, and education sectors. As consumer demand shifts toward more personalised and responsible lending options, providers are leveraging enhanced data analytics to better understand customers' repayment capabilities.

Here is a tip from our Account Manager, Jill Campbell:

“Ensuring transparency and education around your Buy Now, Pay Later offerings is vital in order to build customer trust as the service expands into new sectors. It’s essential to clearly communicate terms, interest rates, and repayment options in a way that empowers customers to make informed decisions.”



Do's and Don'ts:

- Use plain language ✓ Hide terms in small print ✗
- Show real examples ✓ Use complex financial jargon ✗
- Provide cost calculators ✓ Bury important information ✗
- Highlight support options ✓ Rush the decision process ✗

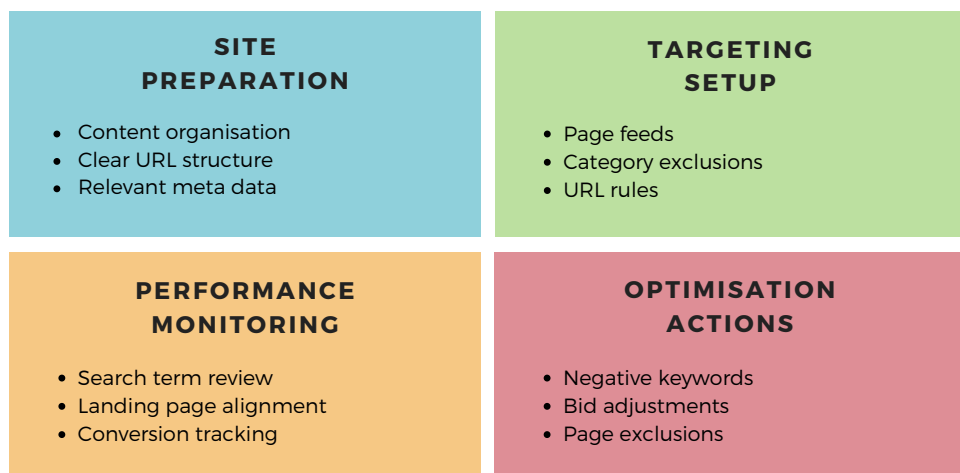
Pay Per Click/Paid Search

To create effective Google Ads campaigns for the Finance sector in 2024, it is essential to navigate both the stringent compliance regulations and the unique market dynamics of this industry to have your ads run without issues, but to also effectively speak to your target audience.

Here is a tip from our Senior PPC Specialist, Fintan O'Toole: *“Leveraging ad tools like Dynamic Search Ads (DSA) can help cover large financial websites by targeting relevant audiences based on site content. Emphasise transparency and reliability in your messaging to convey an image of trust for a userbase the can sometimes by on their toes”*



DSA Setup Success Framework:



Paid Social

To effectively start advertising on Facebook, begin by defining your target audience based on demographics, interests, and behaviours relevant to your financial products or services. Create visually appealing and informative ad content with Ads Manager that addresses the specific needs and pain points of your audience. Incorporate clear CTA's to drive conversions to your website, landing page, or contact form.

Here's a tip from our Paid Social Specialist, Seamus Adams:

"Regularly analyse ad performance metrics, such as click-through rates and conversions to refine your strategy and optimise your campaigns for better results.

Engaging with your audience through comments and messages also helps build trust and rapport, essential in the finance industry."



What Ad Metrics to Measure and When:

Daily Check

- Click-Through Rates
- Comment Sentiment
- Ad Spend



Weekly Review

- Audience Insights
- Content Performance
- Cost Per Result

Monthly Analysis

- Conversion Trends
- ROI Measurement
- Strategy Adjustment

Search Engine Optimisation

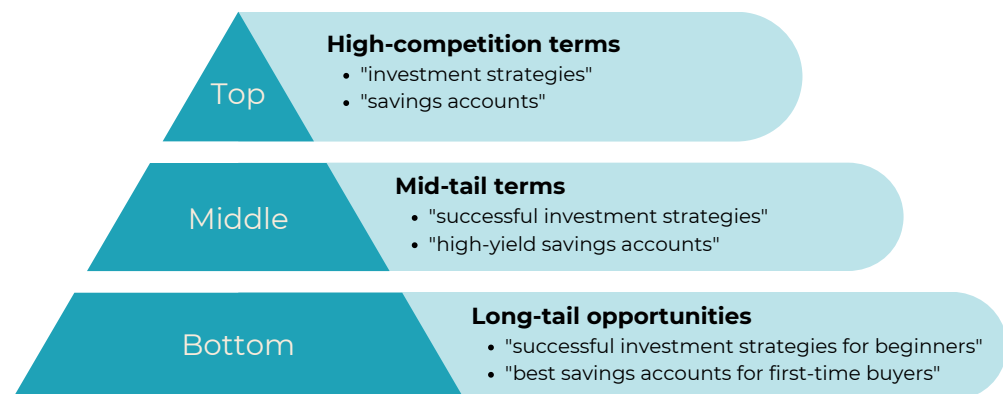
SEO in the finance sector demands strict adherence to regulatory compliance while maintaining content accuracy and trustworthiness. The niche requires balancing competitive keywords like 'investment strategies' or 'best savings accounts' with long-tail variations, all while navigating complex financial regulations and regional compliance requirements.

Here is a tip from our Senior SEO Specialist, Colm Bonus:

"To succeed in finance SEO, websites must demonstrate expertise, authority, and trustworthiness by producing accurate content that meets user needs. Consistently delivering high-quality, informative content ensures long-term SEO success in this complex landscape."



Financial SEO Keyword Pyramid:



What is happening in the world of Digital Marketing?

AI Transformation

Financial services are using AI to connect the online-to-offline buying journey and capture insights from phone calls allowing them to create seamless customer experiences that build loyalty and drive revenue.



Omnichannel Experiences

50% of banking consumers want a seamless mix of physical and digital services during their buying journey which

94% of banking firms are not delivering.



Micro-Moments

Financial institutions are using AI to capture instant decision moments when consumers search for financial info, providing immediate solutions from chatbots to loan pre-approvals.



Hope You Enjoyed the Read!

The digital landscape is constantly evolving, making it increasingly difficult to navigate. At Core Optimisation, we bridge the gap between Business Strategy and Digital Strategy, ensuring your campaigns deliver performance-driven results. Whether you need support in enhancing your online presence or driving growth, our Digital Performance and Digital Strategy offerings are designed to help your business succeed in the digital space.

Connect with Mike Flynn

Want to talk Digital Marketing? Get in touch with our Business Development Manager, Mike, to discover how we can help you thrive in today's digital landscape.



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