

BankDirector®

A more powerful and influential audience base simply does not exist at any other banking organization in the United States. **Strong Board.** Strong Bank.

Leveraging Social Media

Al Dominick, '99
Managing Director



To start our conversation...

- Part 1: Story time
- Part 2: Social media has become social business
(aka, how our business -- and not just fan pages -- has improved)
- Part 3: Looking ahead



W&L class of '99 (BA in Politics)
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Bank Director magazine focuses on issues fundamental to a bank's CEO, senior leadership team, chairman and independent directors.
Our big question: how to build strong + engaged communities with these leaders?

A black and white photograph of the Golden Gate Bridge at night, with its iconic towers and suspension cables illuminated. The bridge spans a body of water, and the city of San Francisco is visible in the background. The image is partially covered by a blue overlay on the right side.

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WESTERN PEER EXCHANGE

October 24-25, 2013

**The Ritz-Carlton
San Francisco, CA**

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BANK EXECUTIVE & BOARD COMPENSATION CONFERENCE

**November 4-5, 2013
JW Marriott
Chicago, IL**



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**ACQUIRE ^{OR}
BE
ACQUIRED**

**January 26-28, 2014
Arizona Biltmore Spa & Resort
Phoenix, AZ**



A black and white photograph of the Chicago skyline, featuring the Willis Tower and other skyscrapers, with Lake Michigan in the foreground and a park area with a fountain.

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BANK CHAIRMAN/CEO PEER EXCHANGE

**March 31 - April 1, 2014
Four Seasons Hotel
Chicago, IL**



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THE GROWTH CONFERENCE

May 1-2, 2014
The Ritz-Carlton
New Orleans, LA



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BANK AUDIT COMMITTEE CONFERENCE

June 10-11, 2014

**Palmer House
Chicago, IL**

“Right Size It”

- Integrated marketing campaign
- Maturity means different things to different people
- Traditional theories (e.g. Porter’s 5 Forces) remain relevant



Excellence, not perfection

- You can't manage what you can't measure
- “Fail fast” doesn't always apply, but slow + steady doesn't win a race
- Be ready to adopt new practices or strategies

Looking ahead

- Social media within mature industries...



San Francisco-based
Part of BNP = 6th largest in world
Community of shared interests, not banking



21 magazines / 25 .coms
CNNSI.com, Golf.com, etc
Photography = differentiator



NJ-based community bank
re-branded after IPO
CEO = lead tweeter

8 Tech Trends for Financial Services

Year : 2013

Market outlook : what is more important, the software or the device?

Formula : the bigger the risk, the better the security, the greater the return.

Question : how will your business fare?



BYOD

74% of companies allow some sort of BYOD usage at work



Into the Cloud

64% of UK based financial firms believe the Cloud to be a key enabler of change, despite compliance restraints



Increased Security

63% of financial firms fear a cyber-attack in 2013



Rise in Smartphones



By 2015, over 80% of handsets in mature markets will be smartphones

Enterprise Apps



By 2014, there will be more than 70 billion mobile app downloads every year

Social Media



47% of financial firms are integrating social media into their overall marketing strategy

Big Data Analytics



It is thought that 90% of the world's data has been created in the last 2 years alone

Connected



100% of the above 7 Tech Trends for 2013 are reliant on connectivity

Looking ahead

- What's got my eye



DC-based startup

The premise:

Imagine walking into a room and already knowing the people around you and how you are connected to them. SocialRadar is building that technology today.



Boston-based

The premise:

EverTrue's alumni networking platform creates stronger communities through an interactive mobile directory and better data from LinkedIn and Facebook.

Passionate about connecting people through shared experiences

our speaking tradition

- If you want to go fast, go alone. If you want to go far, go together...