# 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.



#### 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









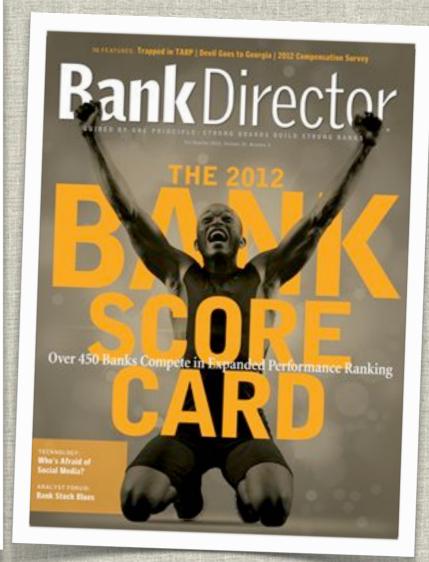
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Bank Director magazine focuses on issues fundamental to a bank's CEO, senior leadership team, chairman and independent directors.

Our big question: how to build strong + engaged communities with these leaders?













## "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...



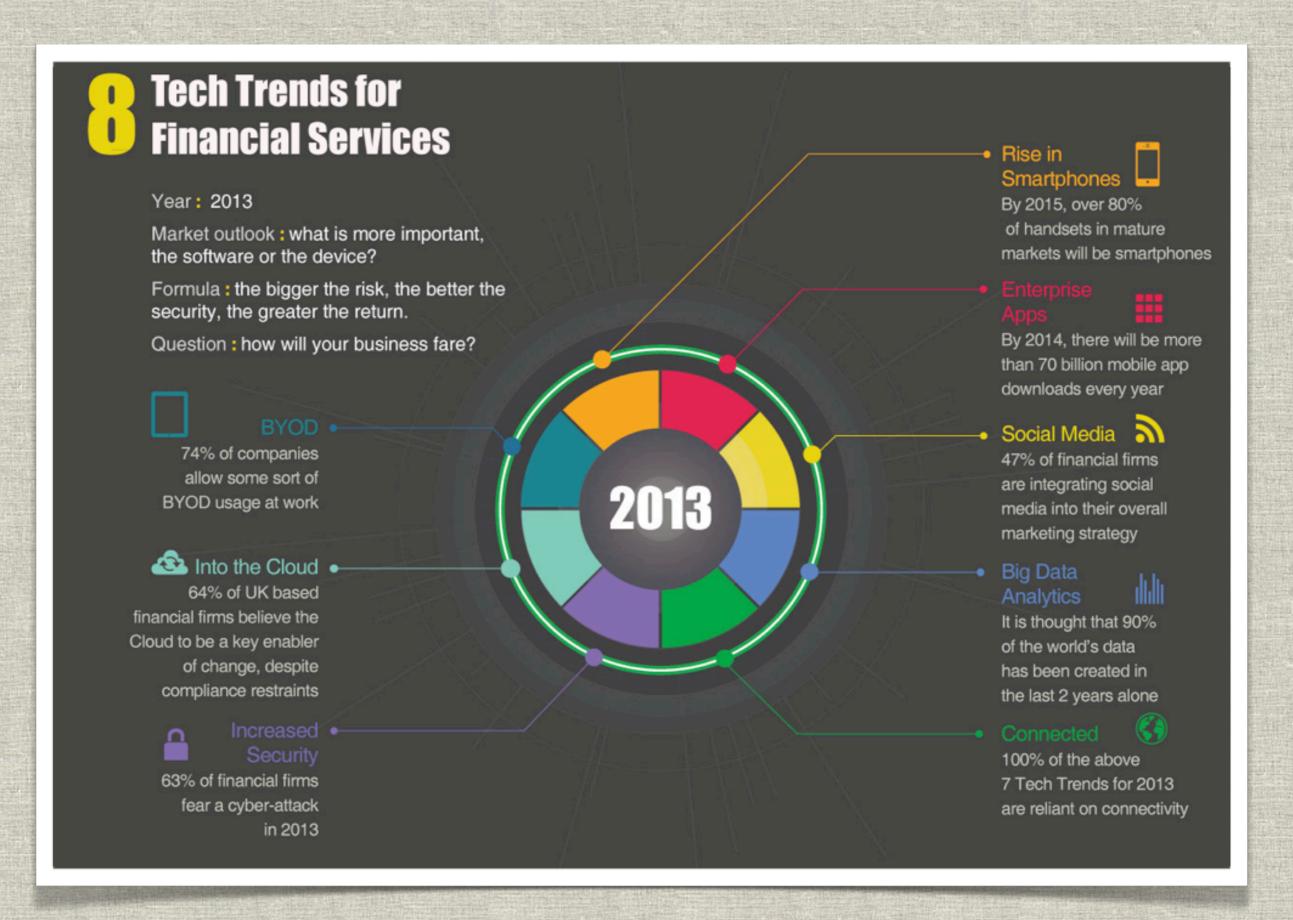
TIME

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



## 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...