

Social Media for



Bank CEOs

Drew McLellan

I know it's a train...



But now what?

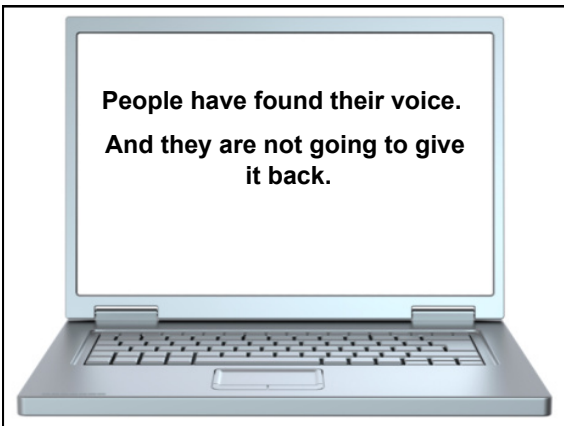
Drew McLellan

Why does it seem so much louder?

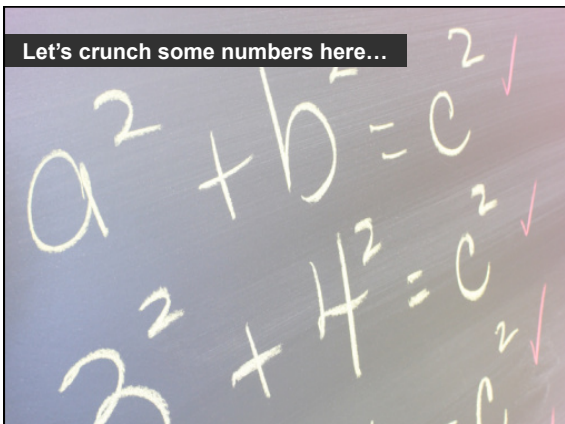
- More people shouting
- More people actively listening
- Instantly shareable

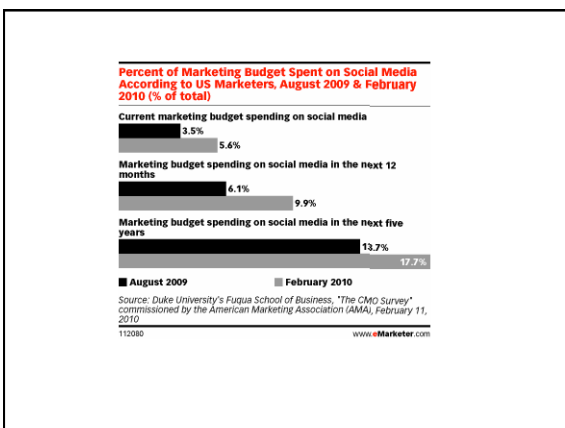








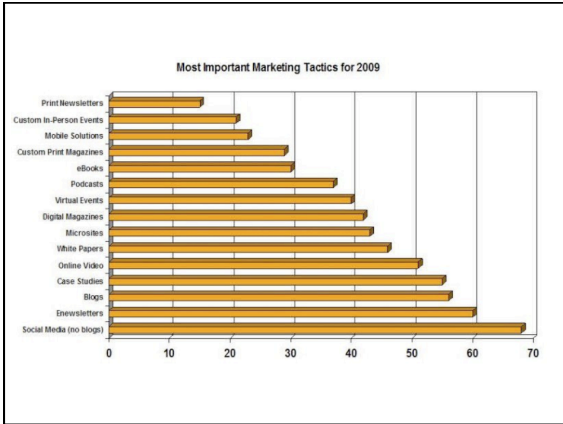




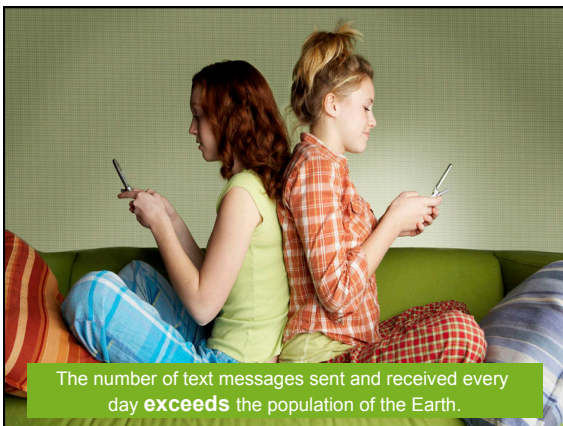
Social Media Marketing Spending by US B2B and B2C Marketers, August 2009 & February 2010 (% of total)

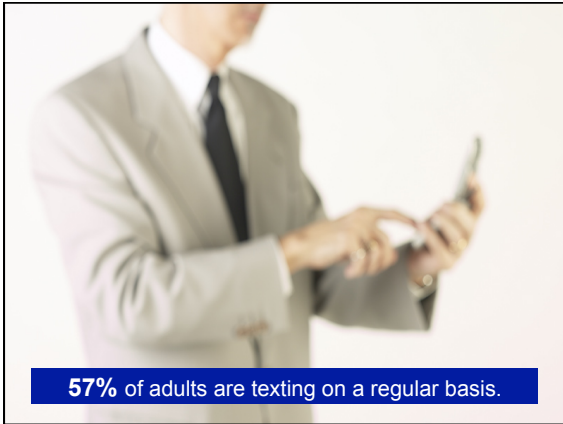
	August 2009	February 2010
Current social media spending		
B2B—product	2.5%	3.4%
B2B—services	3.9%	6.5%
B2C—product	5.3%	6.7%
B2C—services	2.9%	6.9%
Overall	3.5%	5.6%
Social media spending in the next 12 months		
B2B—product	4.5%	7.4%
B2B—services	6.5%	11.0%
B2C—product	7.5%	11.6%
B2C—services	8.8%	10.7%
Overall	6.1%	9.9%
Social media spending in the next five years		
B2B—product	12.6%	15.3%
B2B—services	13.5%	18.9%
B2C—product	15.0%	18.9%
B2C—services	15.4%	18.5%
Overall	13.7%	17.7%

Source: Duke University's Fuqua School of Business, "The CMO Survey" commissioned by the American Marketing Association (AMA), February 11, 2010
112081 www.eMarketer.com





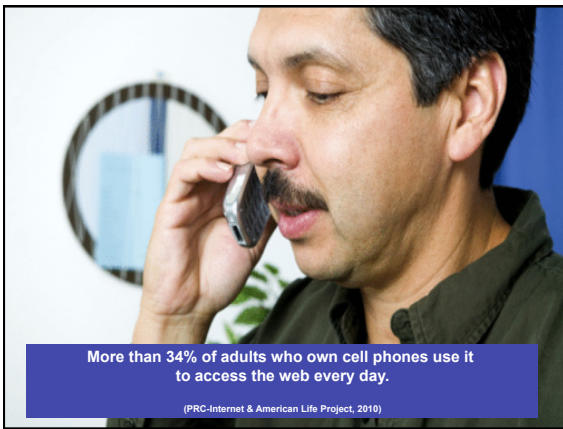


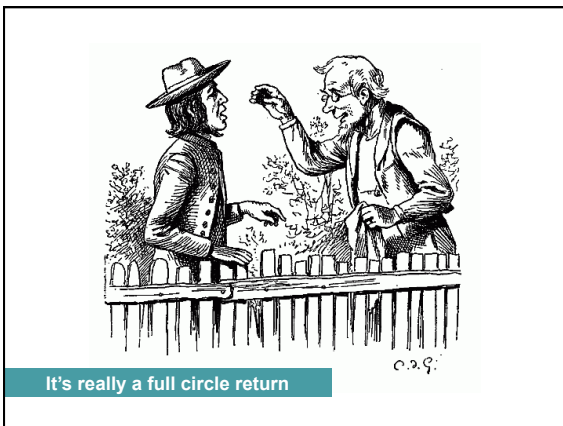




















hee-hawmarketing®
there is no box.

« A Tune In Saturdays Preview Special | Main | Dallas Marketing Zoo: Ep. 2 »

December 31, 2008

HURRICANE KOHL'S!

UPDATE: To see the Kohl's response to this post, go [here](#).

UPDATE #2: To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.

I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.

hmm, I hope they have my size!

[Read more](#)

25 counting blog served fresh weekly

POWER 150 TOP MARKETING BLOGS

WE SUPPORT WRITERS GUILD OF AMERICA

ABOUT

Powered by TypePad

BLOGROLL

- adfresh
- AdLab
- aditerate
- Adverts - Marketing and Advertising News With Attitude
- Adverts: adman of action

aditerate

- Adverts - Marketing and Advertising News With Attitude
- Adverts: adman of action
- American Copywriter
- ANA Marketing Maestros
- BrandTalk
- Beyond Madison Avenue
- Blizolutionplus
- brandfakesforbreakfast
- Concusslack
- ChaosScenario
- chroma
- Church of the Customer Blog
- CK's Blog
- Community Guy
- Conversation Agent
- Copylogger
- Copyplanner
- Creating Passionate Users
- Creative Think
- Critical Fluff
- Drew's The Marketing Minute
- El Giffney

hmm, I hope they have my size!

I really like the jeans display. Now that's great salesmanship!

And, maybe a nice sweater to go with those jeans?

WRITERS GUILD OF AMERICA
www.writersguildofamerica.com

RECENT POSTS

- F FX (except USGP)
- Tune In Saturdays: Vampire Weekend
- Blockbuster Video? Nope.
- The Continuous Digital Divide
- The Future of Marketing
- Nonsensical Mathematics
- Tune In Saturdays: Hey Hey My My
- Dear Google #2.

My iTunes Purchases

MUSIC

ALBUMS SONGS

Build to Split Classic...
Built to Split & Classic...



Drew's marketing minute
DREW IS TOP DOG AT McLELLAN MARKETING GROUP

- How's the view from inside the bottle? | Main | Grace -

It's your fault!

Remember the discussion about Kohl's right after the holidays. Paul (HeeHawMarketing) posted some photos about his experience in a local store. The place was a disaster.

I followed up with a post saying that Paul's experience is a symptom of bad or a complete lack of branding. When an organization doesn't have a clear direction -- it generates some significant problems.

- When your employees don't understand your brand -- even the best employees flounder around, trying to do what they think they should.




ABOUT DREW

Email Me

McLellan Marketing Group
1400 Locust Street, Suite 200
Des Moines, Iowa 50309
(515) 251-8400

Have You Read Drew's Book?



there is no box.



ABOUT



Powered by TypePad

B L O G G E R S

adfrak
Addab
adllbrate
Adriants - Marketing and Advertising News With attitude
Adriants - adriants of action

The First Time I Wanted to Marry a Phone | Main | Tune In Saturdays: Field Music »

January 15, 2007

Hurricane Kohl's! The Resolution, sort of.

Please know that it is our top priority to provide you, and all of our customers, a quality shopping experience. I'm very sorry that you recently encountered an unacceptable store environment, and from your pictures, clearly not up to our standards. I have advised our senior level management, they've been made aware, and they're highly committed to addressing it. So, thanks again for letting me know. I do appreciate hearing from you and we do value your patronage.

-VP Public Relations, Koh's Corp.





Hurricane Kohl's!

If you've ever shopped one of our clean, bright department stores, you've already experienced our commitment to family values and national brands.

Creative Think

Critical Fluff

Drew's The Marketing Minute

El Gaffney

ezcreative

Experience Curve

Experience Manifesto

exp988

Get Shouty

Greg Verdini's Marketing Blog

Investigator Blog

Jeff's Juice

Jantor planner I am

Living Light Bulbs

Logic-Emotion

Make the logo bigger.

Maple Take-down

Marketing Hipster

Marketing Nirvana - by Marie Sander

Marketing Profs Daily Fix Blog

Mel Guy

Media Orchard, by the Idea Grove

"Come on mign! I work at Kohl's and on our worse day we have never looked anything near this disaster.

It may not be your fault that the store gets trashed but it is your fault if you don't clean it up!

Yes customers can be awful yes they can mess up the departments yes it is hard to keep up but the pictures here show a store that gave up or does not care.

The comments on this blog are pretty much justified. Remember: Expect Great Things."

From Former Kohl's Employee in comments:


"Joe and Miriam (managers) need to start looking at the talent they already have within their district and stop hiring people from other companies that have no idea how to handle the volume of an average Kohl's. I worked for Kohl's here in Dallas for several years and had a wonderful experience but was always amazed when talented managers that already worked for the company were passed over for store manager because the district and regional managers wanted to hire someone from the outside. Nine times out of ten, these managers that are hired from the outside have failed miserably because they cannot handle the volume."

From Alejandra in comments:

"I started working at Kohl's last summer and I learned very quickly that people suck. I don't mean that just the customers suck, but associates suck too. Mainly because some of the ones I work with bitch and complain about stupid crap and/or do nothing to help."

From Emily in comments:

"I work at Kohl's. While we are understaffed, take into account the people that shop there. I have never seen such disgusting people in my entire life. I work with people who have worked in retail for years and have never seen such horrible customers.



Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

Google Search [Advanced Search](#) [Preferences](#)

Web

[Kohl's™ Official Site](#)
www.kohls.com Great Savings and a Wide Selection for Your Family and Home at Kohl's!

[Women's Clothing - Apparel & Accessories at Kohls.com](#)
View women's clothing, apparel and accessories at Kohls.com - expect great things. Leading brands and styles of clothing, apparel and accessories for women ...
www.kohls.com/kohlsStore/womens.jsp - 29k - [Cached](#) - [Similar pages](#)

[Hee-Haw Marketing: HURRICANE KOHL'S!](#)
I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this ...
heehawmarketing.typepad.com/hee_haw_marketing/2006/12/hurricane_kohls.html - 155k - [Cached](#) - [Similar pages](#)

[Kohl's Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons...](#)
Kohl's, Kohl's Coupons, Kohl's Online Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons and Kohl's Discount Shopping.
www.flamingoworld.com/coupons/Kohls - 207k - [Cached](#) - [Similar pages](#)

[Kohl's Coupon Codes - all coupons and promotional codes for kohls.com](#)
Find and share Kohl's coupon codes and promotional codes for great discounts. Get the best kohls.com coupon at RetailMeNot.com.
www.retailmenot.com/view/kohls.com - 135k - [Cached](#) - [Similar pages](#)

QA QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.

- It's INCREDIBLE! | [Main](#) | [Service: It's Not "Geek" to Robert Stephens](#) Either! -

Service: It's Not "Geek" to Me

I bought a laptop from [Best Buy](#) along with an extended service agreement. When the monitor fritzed out and the card slot stopped working I took it into the [Geek Squad](#) (I just love how they've branded it) where I was told the computer would have to be sent to "Geek City" for repair.



When the computer returned (ahead of schedule) I was pleased. I asked the geek who returned my computer if both the screen and card slot were fixed and after glancing at the repair report he said *they were. He was wrong.* The card slot appears not to have been touched and

[The Geek Squad](#)

I returned to the Geek Squad (It's an hour drive one way) and explained the

ABOUT TOM

Tom Vander Well

[Book Tom to Speak](#)

[Email Me](#)

cwenger group

SUBSCRIBE TO FEED

Understanding Feeds/RSS

Or Get the Feed via email.
Enter your email address:



QA QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.

- 5 Commonly Missed Courtesies | [Main](#) | [Tag - You're It!!](#) -

The Geek Squad Incident - Epilogue II

A few weeks ago, I had a series of posts about my experience with [The Geek Squad](#) at Best Buy, [Robert Stephens](#) and his gaggle of Geeks turned my frustrating customer experience into a classic example of service recovery and customer redemption. I was impressed at their responsiveness, and through the experience they've made me a loyal customer.



A few days after my repaired laptop had been promptly returned from [Geek City](#), I was surprised to return home to find another box from the Geek Squad on my door step. Inside I found frosting on the cake. There were a few small Geek Squad tshchkes and my very own Geek Squad shirt.

I'm an honorary Geek!...and a raving fan. Well done!

ABOUT TOM

Tom Vander Well

[Book Tom to Speak](#)

[Email Me](#)

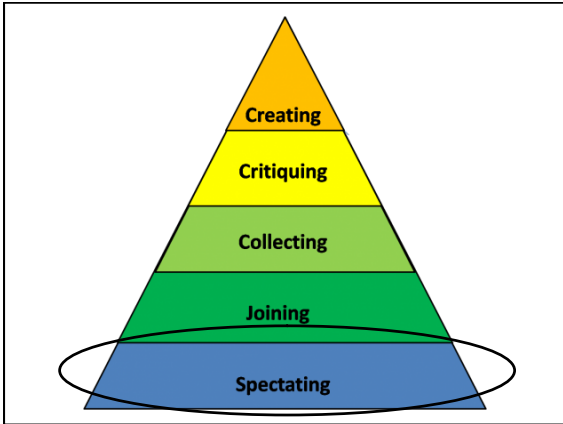
cwenger group

SUBSCRIBE TO FEED

Understanding Feeds/RSS

Or Get the Feed via email.
Enter your email address:







Staying safe and dry!

Google Alerts (BETA) [FAQ](#) | [Sign In](#)

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [sign in to manage your alerts](#)

Create a Google Alert
Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

Google will not sell or share your email address.

© 2009 Google - [Google Home](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#)

<http://www.google.com/alerts>

Google Blogs Alert for: "drew mclellan"

[Servant of Chaos: Our Lives in Public](#)
 By Gavin Heaton
 Take for instance, the recent examples where people have lost their jobs, been disciplined or otherwise penalised for their actions on social networking sites. As **Drew McLellan** points out in Who Really Owns Your Social Media Persona?: ...
[Servant of Chaos - http://www.servantofchaos.com/](http://www.servantofchaos.com/)

[Beth's Blog: How Nonprofits Can Use Social Media: Social Media in...](#)
 By Beth
Drew McLellan puts it, "If you drop the f-bomb on Twitter, does your boss have a right to vince?" He goes on to ask these questions: Do you think employee manuals of the future will have 'social media guidelines? ...
[Beth's Blog: How Nonprofits Can... - http://beth.typepad.com/beths_blog/](http://beth.typepad.com/beths_blog/)

[Drew McLellan - 97 Bottles](#)
 By Drew McLellan
97 Bottles is a totally free service that lets you review, recommend and learn about beer with your friends.
[97bottles.com: Newest timeline items - http://97bottles.com/](http://97bottles.com/)

[IowaBiz: Dance with the one that brought you](#)
 By Drew McLellan
 by **Drew McLellan** in Marketing & Branding April 15, 2009. 36840161 Sure, we all want new clients/customers. After all, that's why we are in business, right? Somehow in the hustle and bustle of marketing, a very important group often gets ...
[IowaBiz - http://www.iowabiz.com/](http://www.iowabiz.com/)



kurrently "iowa state bank"

Subscribe

Stream Speed
 Fast
 Slow
 Halt

Show
 All
 Facebook
 Twitter

Search On
 Kurrently
 Google
 Bing
 Baidu
 Youtube

unsecretshopper **Iowa State Bank** - locally owned, five locations. Read their Secret Shopper review at The Unsecret Shopper <http://wp.me/pM0y7-Vc>
 3 days ago

unsecretshopper The Unsecret Shopper Goes Shopping: **Iowa State Bank**
<http://wp.me/pM0y7-Vc>
 3 days ago

Follow: Contact- Terms- Like
 © 2010

social.co



The (Un) Secret Shopper
 A blog about shopping and the places we shop.

Home > Thursday Secret Shopping Review > The Unsecret Shopper Goes Shopping: Iowa State Bank

The Unsecret Shopper Goes Shopping: Iowa State Bank
 by **unsecretshopper** September 15, 2010
 Go to comments Leave a comment

Hello shoppers...

Iowa State Bank
It's Nice To Be Home

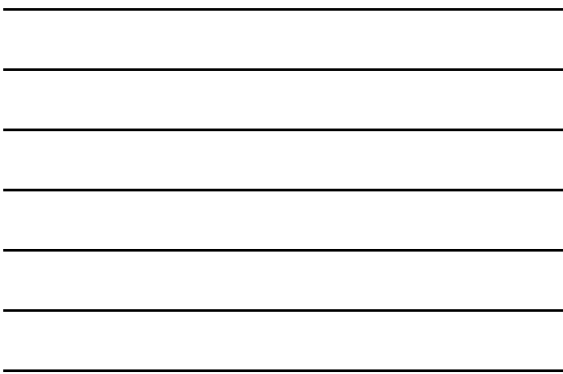
Banking was invented by the ancient Mesopotamians, perfected by the still pretty old Rothschilds and nearly destroyed by the (insert choice of decade since the 20's).

Today there are over 8,000 banks in the US, not counting your mattress. In Des Moines we

RSS feed

Categories

- Customer Service Quiz (4)
- Customer Service Training Tips (20)
- Des Moines Customer Service Survey (1)
- Great Customer Service Stories (20)
- Monday Morning Reaction - Reader Comments (15)
- Podcasts of The Unsecret Shopper Radio Show (15)
- Random Secret Shopping (6)
- Secret Shopping - Store Responses (9)
- Shopping Hall Of Shame (2)
- The Latest News (11)
- The Smile Project Winners (7)



627 East Locust, Des Moines

Phone greeting: "Good afternoon. Iowa State Bank." (VERY pleasant!)

Drive-thru greeting: "Hello." (barely audible - speak up so us old foggies can hear you)

Teller greeting: "Hello. What can I help you with?" (GREAT open-ended question!)

Comments:

This is a ginormous bank; there are two floors, each covering a lot of real estate. The lobby is gorgeous and the overall layout, stunning.

I glanced into several ornate offices as I entered the building, searching for the teller counter. An employee would occasionally look back out through the glass wall at me, without smiling. I think that's one of the reasons it's made of glass - so you can smile and wave at depositors. I also walked past two employees who walked towards me; one had her head down, the other looked me in the eye, then looked down.

It didn't exactly scream Welcome to Iowa State Bank! But, okay.

Danny, Anna and Terry were behind the teller counter as I approached it: Danny was with a customer, Anna was slightly behind him, not engaged with anyone. Neither of them acknowledged me although both made brief eye contact, then looked away. Terry looked up from what she was doing and flashed a very nice smile, then went back to doing her left-brain task.

For all three of you: **Say hello to a customer who you have made eye contact with, otherwise we feel like dorks.**



After finishing with the guy in front of me, Danny invited me forward. "Hello. What can I help you with?" Nice salutation and open-ended question!

When I told Danny I wanted to know more about their business accounts, he pointed behind me and said, "See that woman over there? That's Becky. She'll help you."

That's as cool as a roll of quarters. But since there was no one behind me waiting in line - and even if there were - it would have been cooler to ask for my name, come out from behind the counter and walk over the Becky's desk, tell her that John Ruan VII is here, and then come back and take me to her. **That's classy.**

Becky said hi and, after I told her why I was there, immediately popped open a brochure and began dutifully explaining the bennies of an ISB business account.

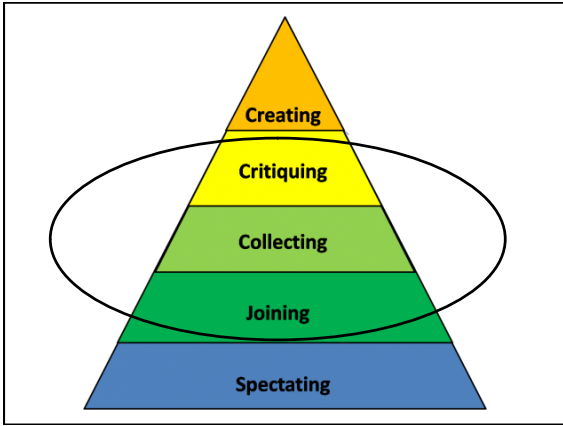
keyinfluencer True confession but I'm in one of those towns where I scratch my head and say "I would die if I had to live here!" about 19 hours ago from tuhir!



You need a social media policy



State/Province Email
Address
Zip/Postal Code
Email (if person is a minor or lacks capacity in the jurisdiction)
State/Province Email





Your Constant Source

The trusty e-newsletter

ONLINE BANKING

PERSONAL BANKING

BUSINESS BANKING

DEPOSIT RATES

LOANS

FINANCIAL SERVICES

LOCATIONS / PHONE NUMBERS

CONTACT US

NEWS AND EVENTS

ANNUAL REPORT

CONSUMER INFORMATION

CAREER OPPORTUNITIES

WAKULLA BANK E-NEWSLETTER REGISTRATION

Stay informed about the latest Wakulla Bank news and financial consumer information. Simply fill out the form below and you will receive an e-mail with a link to confirm your subscription to our new "Statement of Interest" e-mail newsletter. Once you confirm, you will be part of the growing list of Wakulla Bank customers who receive our news directly in their e-mail inboxes. You can modify your existing subscriptions or cancel at any time, and we promise we will never spam you by sending items you haven't requested. Please review the [Wakulla Bank Privacy Policy](#) prior to signing up.

To ensure that you receive our e-mails, please add news@wakullabank.com to your address book. We will provide a link in every e-mail to update your preferences.

Already a subscriber?
[Click here](#) to receive an e-mail to update your subscription.

Statement of Interest E-Newsletter Subscription Registration (All Fields Required)

E-mail Address: Text only e-mails.

First Name:

Last Name:

Zip code:

I would like to sign up for the Wakulla Bank E-Newsletter.

Bank of America

Home - Locations - Contact Us - Help - Sign In

Enter keywords Search

Customer Reviews

All Reviews

All Reviews

Online Banking

5,039 of 5,206 (97%) customers would recommend this product to a friend.

Read All Reviews Write a Review

"I am very happy with Bank of America online banking!"

Rated 5 out of 5 stars

Familia11 since 2000

Overall Rating ★★★★★

Ease of use ★★★★★

Services available ★★★★★

Security ★★★★★

Bill Pay

433 of 533 (81%) customers would recommend this product to a friend.

Read All Reviews Write a Review

"No more late charges."

Rated 5 out of 5 stars

BenC - Bill Pay since 2005

Overall Rating ★★★★★

Customer benefit ★★★★★

Ease of use ★★★★★

Bill Pay choices ★★★★★

Why not host their opinions?

Mortgage

59 of 64 (93%) customers would



Marketing Minute
Google Search

AGE OF CONVERSATION

2

Archives
Archives by Category
Archives by Month

New Blogger's Toolbox

COMMUNITY
Drew's Thoughts

I used the term "junkie" with all the sarcasm I could muster, but I realized that was not transparent when you read it. That employee recognition event was later determined to have been an appropriate use of company funds and the media's majority negative spin was done in very poor taste (my words). We are in agreement that WF could have adopted social media approach to lessen that initial shockwave of sensationalist journalism, which resulted in their lowered stock price and instantly put them in the same "category" as AIG and others to anyone who read the standard press. They could have had a much different outcome, had they had an enacted company wide approach to social media, which they can't do still. Lack.

Posted by: Wes Jones - Des Moines, Iowa on Monday, May 4, 2009 1:38:34 PM

Hi Drew, I'm new to your blog, but noticed this post so thought I'd jump in. I founded and now manage Wells Fargo's social media team, back in 2005.

We've been blogging since '06, and have 5 blogs now, a Facebook page, Facebook app, MySpace page, two YouTube channels, and most recently, a Twitter channel (twitter.com/ask_wellsfargo).

I believe it's important to be where our customers are...they can phone us, visit a branch, online, ATM...so, why not social sites? Of course not every site is right for us, but I think we've learned a lot by experimenting and carefully considering where we can add the most value to our customers.

There was a comment above about the Vegas employee recognition event, and why we didn't use social media. We did, actually. We blogged about it on our new Wells Fargo-Wachovia Blog. I wasn't involved of course in the decision to also place the WFTimes ad, but I can tell you that—in general—we view social media as an additive channel to others that already exist. In each effort, we focus on the conversational elements, and how conversations add value. So, for example on the WF-WB Blog, we're seeking feedback on the merger. On our Twitter channel, we're seeking proactive opportunities to help customers with service issues and thank them.

I'm also grateful that in these particularly turbulent times, we have a social media team in



Pay Yourself First Challenge

FNBODIRECT

Savings Finder

1. Savings Plan 2. Your Spending 3. Your Savings 4. Your Savings Finder Plan

https://www.fnbdirect.com

Your Savings Finder Plan

Here is your personalized Savings Finder Plan to turn small changes into big savings!

Your goal is to save \$81,224.64 in the next 20 years.

money over to your savings account with a recurring deposit. Consider lining it up to coincide with your paycheck deposit or write reminders on your calendar to make saving a habit. Link your checking account to your FNBODIRECT Online Savings Account and Pay Yourself First with automated monthly deposits based on the goals you set in your Savings Finder Plan. Your savings will be out of sight and out of mind, quickly growing toward your goal.

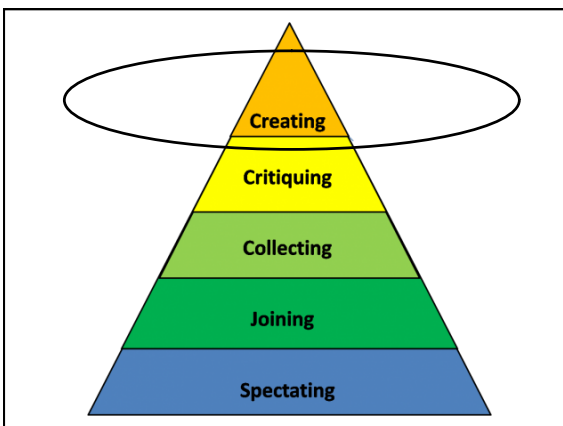
4. Manage your expenses, commit to save more, and watch your Online Savings Account balance grow.

- Be Patient! This really is the best part. Compounded over time, you'll reach your goals faster with the Savings Finder plan in place. Get started on your path to a financially secure future, keep Paying Yourself First, and take advantage of the tips in your plan. Develop ideas and habits to change your spending and save more. Remember, small changes can lead to big savings!
- Happy saving and many happy returns!

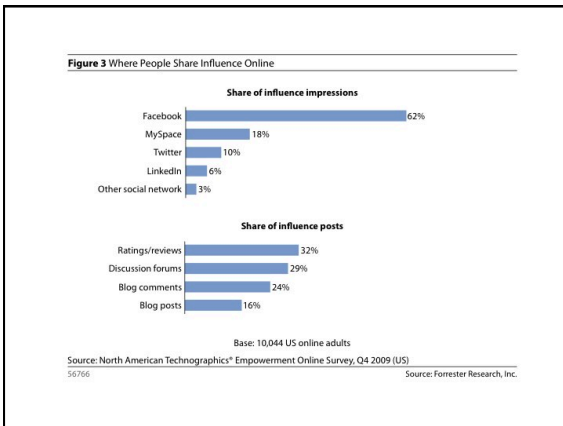
Powered By SavingsAccounts.com

Back Save E-mail this Plan Tell a Friend Print









facebook

Missouri Bank

Wall Info Photos Boxes Events Notes >

Write something... Share

Attach: [Image] [Video] [Link]

Missouri Bank is excited about the Pace for the Place benefiting The Children's Place this Saturday!

Be sure to check your bags when you pick up your t-shirt and participation packets - 20 lucky winners will receive gift cards to use at their favorite Brookside stores!

If you still want to RSVP, please do so at www.mobank.com/rsvp ... See More

Pace for the Place
www.mobank.com
Start Time: 8:00 am, Date: Saturday, April 17th, Location: mobank - Brookside, location: Questions: amandas@mobank.com, Cost: \$15 per adult

April 15 at 2:25pm - Comment - Like - Share

2 people like this.

Write a comment...

Shall Wade Thank you for your consistently superb customer service!
April 7 at 10:20am - Comment - Like - Report

Nisso Larden likes this.

Missouri Bank Thank you for being such a great customer!
April 15 at 2:15pm - Report

458 People Like This

The screenshot shows the Facebook page for Paducah Bank. The page header includes the Facebook logo, search bar, and navigation links (Home, Profile, Unfriends, Account). The main content area features a post from Paducah Bank with the text: "Paducah Bank Paducah Bank's ice cream truck visits another school tomorrow - this time Concord Elementary School about an hour ago". Below this post are several comments, including one from Joe Webb: "I am a proud Alumni of Concord, uh like 34 years ago. I rocked them too." and another from Sherry Martin: "YEA for Concord!!". The page also includes a "Wall" section with a "Write something..." prompt, a "Share" button, and a "Filters" dropdown. On the left side, there is a sidebar with "Suggest to Friends", "Add to My Page's Favorites", and "Subscribe via SMS". Below that is a "Facebook is a social network. NEVER disclose any personal banking information on this site." reminder, followed by "Have a banking question? Call 270.575.5700." and "Information" section with address and phone number. At the bottom left, it says "3,220 People Like This" with a "Like" button.

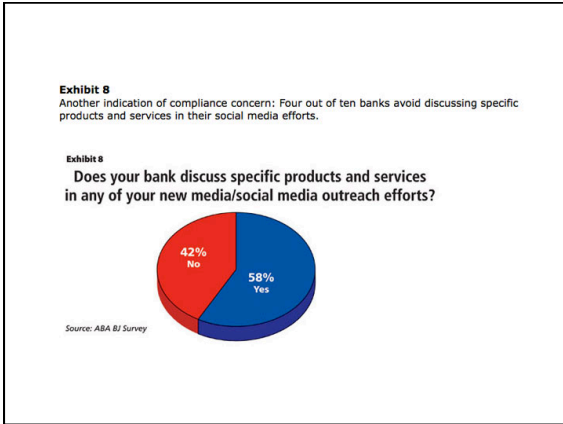


The screenshot shows a message from Joe Framptom (HDI) on the Paducah Bank Facebook page. The message text is: "A message from Joe Framptom, [HDI] Length: 0:24". Below the message are several comments, including one from Katherine Flowers: "I chose Paducah Bank some years ago because the bank I was using at that time did not have advantages for senior citizens that Paducah Bank does." and another from Signe Renee Clayton: "Paducah Bank is awesome!". The page also includes a "Share" button and a "Filters" dropdown. On the left side, there is a sidebar with "Suggest to Friends", "Add to My Page's Favorites", and "Subscribe via SMS". Below that is a "Facebook is a social network. NEVER disclose any personal banking information on this site." reminder, followed by "Have a banking question? Call 270.575.5700." and "Information" section with address and phone number. At the bottom left, it says "3,220 People Like This" with a "Like" button.



The screenshot shows the Facebook page for 1st Mariner Bank. The page header includes the Facebook logo, search bar, and navigation links (Home, Profile, Friends, Inbox, Drew McLellan, Settings, Logout). The main content area features a post from 1st Mariner Bank with the text: "1st Mariner Bank Our big 1st Mariner Company Picnic is tomorrow. Check back here next week for photos. — 1st Mariner". Below this post are several comments, including one from Pats Hajewski: "Brenda Trusty helped me open a business checking account in the tower today. She's awesome. Thanks Brenda!". The page also includes a "Wall" section with a "Write something..." prompt, an "Attach" button, and a "Share" button. On the left side, there is a sidebar with "Suggest to Friends", "Add to My Page's Favorites", and "Subscribe via SMS". Below that is a "Service oriented, local bank headquartered in Baltimore, MD and proud of it." statement, followed by "Information" section with address and phone number. At the bottom left, it says "6 of 735 fans" with a "See All" button.







The screenshot shows the Facebook profile for Arvest Bank. The page header includes the Facebook logo, search bar, and navigation links (Home, Profile, Unfriends, Account). The main content area features the Arvest logo, a 'Like' button, and tabs for Wall, Info, Boxes, Video, Notes, and Photos. The 'Wall' tab is active, displaying several posts. The first post is a text-based announcement about the Practical Money Skills website, dated Monday at 8:00am, with 2 likes. The second post is a photo of Arvest associates at a Security Bankcard Center in Norman, dated April 30 at 10:52am, with 6 likes. Below the posts, there is a 'People Like This' section showing 5,467 likes from various users. The bottom of the page shows a 'News' section with a link to 'Julie Pascoe Bartlett Sumral! Open one in Northwest'.

ARVEST

Practical Money Skills
for Life Financial Literacy for Everyone

Personal Finance | For Educators | Games | Calculators | Resources | About

Log In | Register

Quick Poll
Is there cash for exercise in your budget?
 No
 Yes, I go biking and take walks for free.
 Yes, \$50 a month sounds right to me.
[Vote](#) [View results](#)

Financial Literacy & Education SUMMIT 2010
View the free on demand video from the **Advancing Financial Stability & Responsibility** webcast. [View Now](#)

Follow Us
[Facebook](#)
[Twitter](#)
[YouTube](#)

Spotlight
FINANCIAL FOOTBALL
 Visa Launches Financial Soccer Game in Russia
 Visa continued the global launch of its FIFA-branded Financial Soccer video game to teens and adults in Moscow, Russia on April 1. Financial Soccer, known as Financial Football outside of the United States, is a fast-paced, multiple-choice question game, testing players' knowledge of financial management skills as they advance down field, and try to score goals. View the Video.

Most Popular
 Games
 Don't count on an inheritance
 Identify thieves' latest scams
 Money Market Accounts



Wachovia
A Wells Fargo Company

Twitter
Home Profile Find People Settings Help Sign out

Name Wachovia
Location Charlotte, NC
Web <http://www.wachovia.com>
 Bio Do you have a question about your Checking, Savings, or Online Banking account? Ask us! We're here to help. M-F, 9-5 EST

4,984 **5,417**
following followers

Tweets 981

Actions
block Wachovia

Following
[@lindseymerwin](#)
[@nikiverse](#)
[@MomiLovesThis](#)
[@brentgann](#)

RT @lindseymerwin Change privacy here: wachovia.com/foundation/v/index.jsp?vgnextoid=cdb76cd3vgnextfmt=default
 about 6 hours ago from CoTweet in reply to lindseymerwin

RT @ML.Thomas13: Followed @KeepingItRich from a tweet today and opened a @wachovia way 2 save acct. Gotta love 5% interest these days! AJR
 about 9 hours ago from CoTweet

@nikiverse I understand how this feels & want to help. Please follow & DM me. I will connect you with the right person. AJR
 about 9 hours ago from CoTweet in reply to nikiverse

@MomiLovesThis Thanks for tweeting. I apologize for that delay @ the branch. Please tweet back if I can help with any account issues. AJR
 about 9 hours ago from CoTweet in reply to MomiLovesThis

@brentgann Hi Brett. I appreciate your honest feedback &



1st Mariner Bank
We Built This Bank For You

Twitter
Home Profile Find People Settings Help Sign out

Name FMB Customer Service
Location Baltimore, MD
Web <http://www.1stmariner.com>
 Bio Customer Service for 1st Mariner Bank located in Baltimore, MD. I'm here to help you.

27 **76**
following followers

Tweets 14

Actions
block FMBCustomerService

Following
[@Sagesseinc](#)
[@Sagesseinc](#)
[@Sagesseinc](#)
[@Dan_Dall](#)

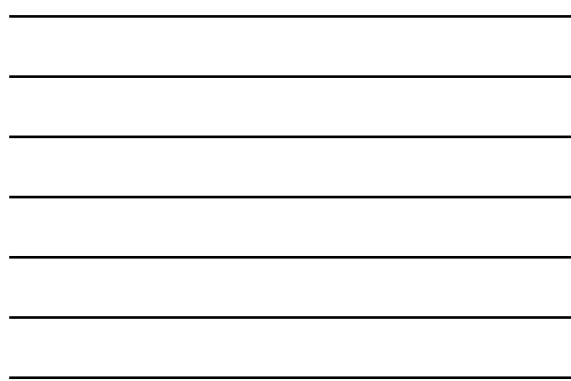
@Sagesseinc Please let me know if I can help any further or get you a refund if you had to pay.
 1:39 PM Sep 25th from TweetDeck

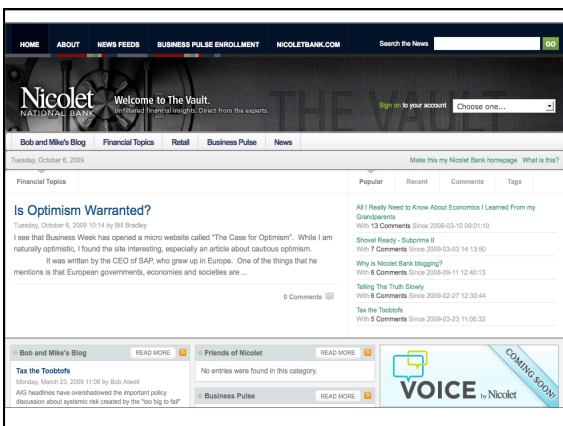
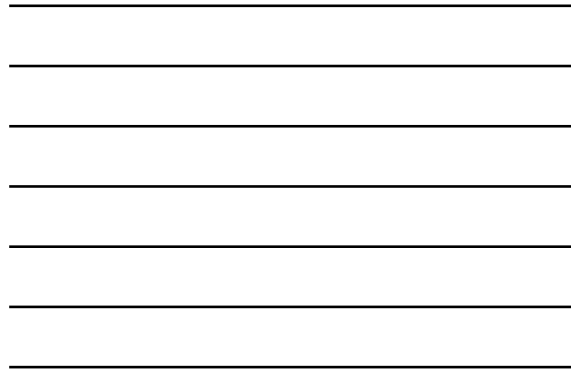
@Sagesseinc I am sorry for any misunderstanding. When leaving the parking lot in less than 30 when you select pay you should not be charged.
 1:34 PM Sep 25th from TweetDeck

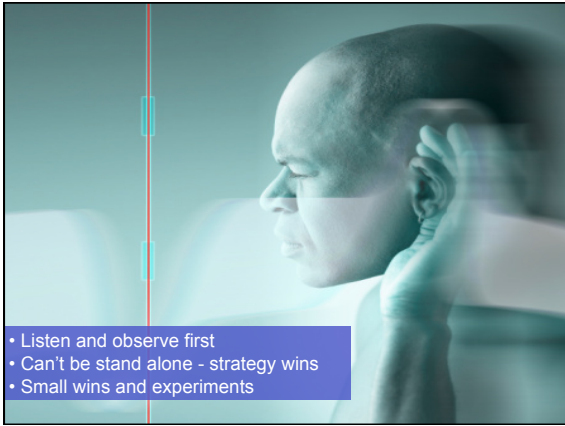
where has your 1st Mariner bank crab been? <http://bit.ly/Oqy75>
 9:14 AM Aug 7th from TweetDeck

RT @rjeancharles 3 reasons to give community banks a closer look: 1) Higher yields 2) Lower loan rates 3) Personal service.
 12:29 PM Jul 14th from TweetDeck

@Dan_Dall In online banking under e statements you can change back to paper statements.















Drew's marketing minute where strategy and passion collide

www.DrewsMarketingMinute.com/bankers10.html

bankers10
Wednesday's presentation on social media:
[Download presentation here](#)

[Link to Social Media Video:](#)
[Click to view here](#)

[Link to Social Media Policy Examples:](#)
[Click to view here](#)

General Resources:
[Free reports, fact sheets, etc.](#)
[Marketing Lessons from Walt](#)

Social media books I recommend:

1 Recommended

[Crash 20: Why NOW is the Time to Cash In on Your Passion](#)
See Valerichuk (H...)
\$14.95

[The New Rules of Marketing and PR: How to Use Social Media, Blogs, Podcasts, YouTube, and](#)
Drew McLellan
\$14.95

ABOUT DREW

Small Me
McLellan Marketing Group
1430 Locust Street, Suite 200
Des Moines, Iowa 50309
(515) 251-8402

[Check out Drew's books](#)
[Drew's Amazon Author page](#)

IPHONE



McLELLAN MARKETING GROUP
Where strategy and passion collide 

515-251-8400
drew@mclellanmarketing.com

Copyright 2010. McLellan Marketing Group. All Rights Reserved.
