

Bringing Your Business into the Digital Age

 American Bank & Trust



Using Digital to Work Smarter, Not Harder

Survey-takers for a Harvard Business Review study reported 28% of their time (one day a week) was spent on bureaucratic chores like preparing reports and attending meetings. [\(Source\)](#)

Businesses that effectively communicate function better. Communicating digitally can be done effectively with the right tools. Instead of relying on email and phone calls, there are productive communication tools for managing projects, finding answers, and getting status updates.

How Digital Consumption Affects Your Marketing Efforts

Technology in business continues to evolve. For those of us raised on “the personal approach,” tech can be a daunting thing. But it certainly doesn’t have to be a bad thing.

Consider how the fax machine improved the timing of how we conduct business. Or, how the smartphone completely changed the way we consume media. Customers can purchase online, research options, and instantly review any business experience. **How your business interacts with customers will always be important. But how you interact with their devices is equally important.**

EFFECTIVE COMMUNICATION TOOLS



Cloud-based software used for team collaboration and sharing information.



Visual platform perfect for coordinating projects and keeping work on track with digital Kanban boards.



Project management tool for organizing and managing projects.



Application that is designed to organize, track, and manage work visually.



One-third of all online purchases are made via mobile. If you are not reaching that group with your message, you're cutting your leads by 33%. No smart business person would recommend that. Here are a few more insights on customers' digital purchasing behaviors:

- The majority of mobile viewing time is spent on apps, nearly 5:1 over browsing the web. Does your business need an app? Are you making the most of these platforms? Are you using them in your advertising?
- Mobile users spend nearly 3 hours per day on their devices. Are you making the most of retargeting and geofencing?
- 62% of consumers believe brands should deliver a cohesive experience every time they interact with the business online and offline. Does your online experience match your offline experience?
[\(Source\)](#)
- 50% of all website traffic is via mobile phone. Is your website mobile phone friendly? If not, you're missing those leads. Google rolled out mobile-first indexing. This means websites that render well on mobile perform better on search engines.
- 42% of the global population — almost 3.2 billion people — use social media platforms. Are you tapping into this huge audience? [\(Source\)](#)

Your digital footprint doesn't end with your website. Consider how you distribute your content across other platforms to reach potential customers. Are you making the most of email marketing? What about Instagram, Twitter or Facebook? Over 88% of businesses use social media marketing. Remember, these are places to deliver useful and meaningful content to your consumer.

TOP 5 WAYS TO DISTRIBUTE YOUR CONTENT TO YOUR CONSUMERS

RETARGETING – A form of online advertising that targets your customers based on their previous Internet actions. You can essentially tag any visitors to your site with an ad or offer after they leave your site. Note that only 2% of all users convert on their first visit.

KEYWORD/SEARCH TARGETING – A form of online advertising that reaches customers who are conducting searches with keywords and phrases on a search engine. You can reach potential leads that show interest based on the intent of their searches. This is an excellent way to build awareness for your business.

BEHAVIORAL TARGETING – Ads that are targeted to potential customers based on their behavioral data online. This type of advertising is intended to appeal to online users most likely interested in your business based on what they are already buying, reading, or watching.

GEOFENCING – Engaging your target audience with relevant messages once they enter a determined geographical area. For example, today's lunch special ads appear when they're near your restaurant.

IP TARGETING – Potential customers located in a specific area will see ads. These ads are targeted to a user's geographic location based on an IP address. You can target households, conferences, and other areas that make sense for your message.

Big Data and the Importance of Analytics in Decision Making

You can't sell to your customers if you don't know who they are and what they need. Setting KPIs gives you an opportunity to see if you're meeting the needs of your target audience while growing your business.

It's best to take a systematic approach to your KPIs when making, measuring, and monitoring goals for customer experience. Consider every touch point of your customers' journey to note all potential interactions. Measuring these interactions will be your best bet at understanding their experience.

Sources: [\(1\)](#) & [\(2\)](#)



EXAMPLES OF CUSTOMER EXPERIENCE KPIs

DIRECT TRAFFIC

Traffic that hits your website directly by typing in the URL of the web address. This KPI helps you understand brand awareness.

CONVERSION RATE

If you have a low conversion rate, your customer experience needs some work. Measuring this gives your business a true sense at what rate prospects are moving along the consumer decision journey.

PAGES PER SESSION

This metric indicates the average number of pages a user visits per session on your website. As an engagement metric, this KPI is for understanding the success of online content.

CART ABANDONMENT RATE

A smaller cart abandonment rate is a good indication of a solid user experience. If this KPI is in a good range, there is a much more likely chance for potential repeat customers.

MARKETING ROI

You wouldn't pay for marketing if there weren't a return on investment (ROI). This KPI informs you how profitable your marketing dollars and efforts are making your business.

Banking in the Digital Age

Banking, paperwork, and daily operations can drain time. This doesn't have to be the case.

American Bank & Trust has a variety of online tools to help you be more efficient.

AB&T +PLUS MOBILE APP

Bank smart with your smartphone and our mobile app, free to all AB&T +PLUS customers. The app offers on-the-go convenience to check balances, transfer money and approve ACHs and Online Wires. All app users have instant access to Mobile Deposit with no additional enrollment steps and no additional fees.

AB&T BILL PAY +PLUS

Online bill pay not only reduces the time spent processing payables, but also keeps a record of your transactions for easy retrieval and paper-free eDocuments. Make payments today or schedule them for the future. With 24/7 access, AB&T Bill Pay +PLUS works when you do.

MERCHANT SOURCE CAPTURE

Business Managers can deposit checks right from a desktop. With Merchant Source Capture, deposits can be made anytime, day or night. It saves time and money by processing checks efficiently and also reduces risk of check fraud.

eDOCUMENTS

Reduce office clutter and eliminate the wait for the bank to mail you correspondence. Monthly statements, periodic notices, ACH addendums, and end-of-year tax documents are quick and easy to view and retrieve through the customizable eDocuments feature. Sign online documents or get important signatures with eSignature.

ONLINE TRANSFERS BETWEEN ACCOUNTS

Whether you have one or multiple accounts, you can easily transfer funds or files when you log in with a single access code. It's safe and secure.

Find out how **AB&T Business Solutions +PLUS** can transform your business in the world of digital. Visit with your American Bank & Trust banker to learn more.

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