

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered in the white space between these shapes.

MB Financial Bank Content Marketing Program Overview

Agenda

- ▶ Business Context
- ▶ Content Methodology
- ▶ Content Marketing Program
- ▶ Questions
- ▶ Appendix: MB Insights Content

Business Context

Business Context

- ▶ MB Financial Bank is a Chicago-based commercial bank.
 - \$16 billion in assets
 - 80 branches in the Chicagoland area
 - Commercial lending makes up 85% of the bank's loan portfolio
 - Target market: small and middle market businesses
 - Also provides retail banking and lending to consumers



Advent of Content Marketing Program

To differentiate itself from competitors like First Midwest Bank and Fifth Third Bank, MB Financial sought to add a content marketing program to its mix of traditional marketing (e.g., trade advertising, PR, events).

Goal: Position MB and its bankers as experts in their fields through the creation and distribution of relevant content. This demonstration will deepen understanding of MB's capabilities, while maintaining consistent brand awareness among its various target audiences.



Content Methodology

Building the Content Ecosystem

Content Calendar

Subject Matter Experts

Freelance Writers

Content Hub
(MB Insights)

Review &
Approval Process

Weekly Editorial Meeting

Subscription Center (Email Distribution)

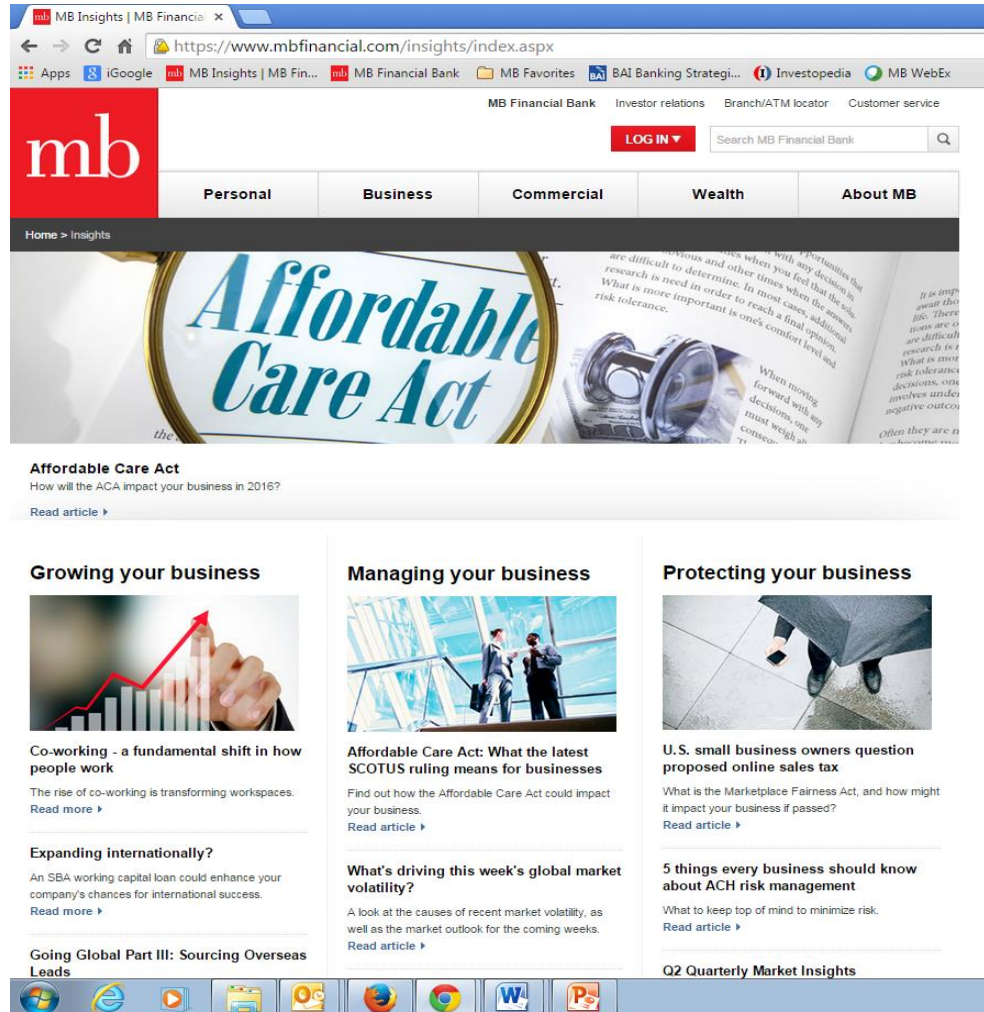
Content Development

- ▶ To produce engaging thought leadership content
 - ▶ *Create content that speaks to clients, prospects, COIs*
 - ▶ *Identify the needs and concerns of those audiences*
 - ▶ *Address those needs across multiple formats and channels in a way that adds value*
 - ▶ *Avoid explicitly promoting MB products and services*
 - ▶ *Make it interesting....tell stories...use examples*
 - ▶ *Invite customers to participate*

Content Marketing Program

MB Insights Content Hub

- Content categorized
- Easy-to-read
- User-friendly look & feel



The screenshot displays the MB Insights Content Hub website. At the top, there is a navigation bar with the MB logo and links for Personal, Business, Commercial, Wealth, and About MB. A search bar and a LOGIN button are also present. The main content area features a large featured article titled "Affordable Care Act" with a magnifying glass graphic. Below this, there are several categorized article tiles:

- Growing your business:** "Co-working - a fundamental shift in how people work" and "Expanding internationally? An SBA working capital loan could enhance your company's chances for international success."
- Managing your business:** "Affordable Care Act: What the latest SCOTUS ruling means for businesses" and "What's driving this week's global market volatility?"
- Protecting your business:** "U.S. small business owners question proposed online sales tax" and "5 things every business should know about ACH risk management"

At the bottom, there is a "Q2 Quarterly Market Insights" section and a Windows taskbar with various application icons.

Content Types

Infographics



Articles

Business Intelligence isn't Just for Large Companies
By Joe Vitale, VP Treasury Management, MB Financial Bank

March 31, 2015

Business intelligence (BI) has a lot of different definitions. In the most basic sense, BI involves gathering raw data and transforming it into usable knowledge. Companies use data analytics, data mining and predictive analysis to provide the knowledge or intelligence necessary to make informed business decisions. The idea is the better you understand the data you own, the better you can use it to increase profits, reduce costs and create new business opportunities. But it's not only large companies and multi-national corporations who are realizing the power of business intelligence. Most businesses are seeking more sophisticated BI solutions. Specifically, technological advances, decreasing costs and increasing availability of data are all driving BI's explosion among small and medium sized businesses (SMBs).

A 2014 study by Dresner Advisory Services revealed that about 30% of small businesses have used some type of BI software, confirming that technology has been one factor driving the increase in the use of business intelligence. The availability of several low-cost business intelligence solutions has increased the use of BI in small and middle market companies. Tools like Tableau and Javelin are cost-effective options that enable SMBs to easily harness their data to enhance understanding of customers and make data-driven business decisions.

Additionally, cloud computing – running software and services on the Internet instead of on individual computers – has enabled even the smallest mom-and-pop shops to implement business intelligence programs. According to the 2014 report, Small Business Success in the Cloud, produced by Emergent Research and Intel, Inc., nearly 80 percent of U.S. small businesses will be using cloud computing by 2020, more than doubling the current rate of 37 percent. Using software as a service (SaaS) or cloud-based systems makes for lower costs, no expensive servers to buy or staff to hire, as well as faster implementation and upgrade times. This makes cloud-based BI solutions more efficient and affordable for SMBs.

A presence in the cloud also allows SMBs to be part of an ecosystem of information with their peers, competitors and very large businesses. Access to this information can be used to better understand business practices, sales trends, how payments flow, and how other businesses might behave and how they can defend against them.

Videos

AUSTAN GOOLSBEE
PROFESSOR OF ECONOMICS | UNIVERSITY OF CHICAGO

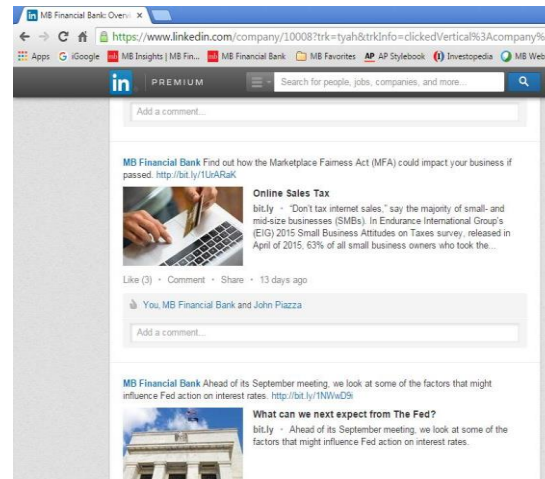
Content Distribution Approach

- ▶ Achieve frequency on target
- ▶ Surface relevant content
- ▶ Promote content via multiple channels
- ▶ Support with analytics

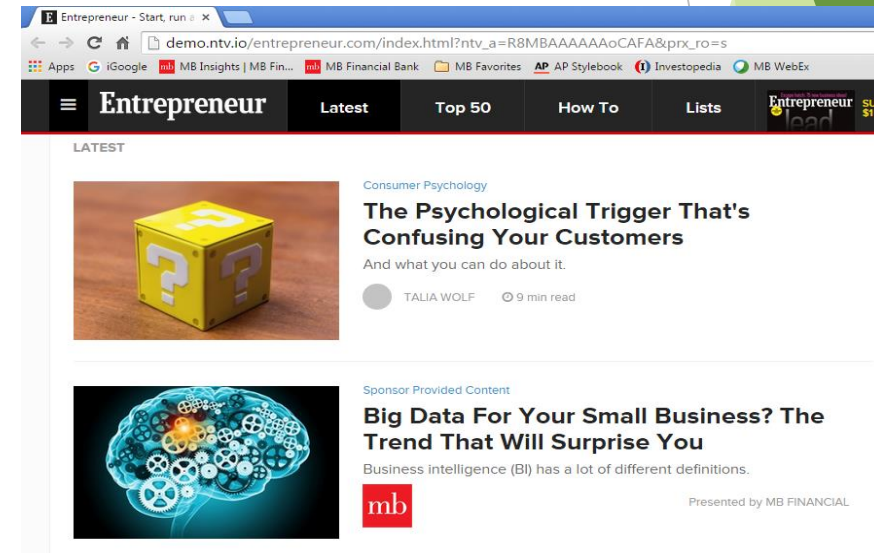
Content Distribution Channels

- Email - targeted email distribution to clients and prospects via CRM
- Earned media - pitched content from MB's subject matter experts to industry publications
- Events - shared content at trade shows, and client events,

Social: Twitter, LinkedIn



Native Advertising: Entrepreneur.com



Measurement

KPIs

- ▶ Social: Engagement rates
- ▶ Native Advertising: Impressions
- ▶ Email: Clickthroughs, unsubscribes
- ▶ Website: Site visits, time on site

Notable Results

- ▶ Increased followers on LinkedIn by 31% - highest follower count among local peers
- ▶ Increased Twitter followers by 35%
- ▶ Delivered 8,300,000 impressions vs. c-suite executives using several Native channels; ultimately delivered 10,000 visits to MB's website
- ▶ Drove 24,000 visits to MB Insights website

Questions?

The background features a complex, abstract design of overlapping, semi-transparent green triangles and polygons. The colors range from light, pale greens to deep, dark forest greens. The shapes are layered, creating a sense of depth and movement. The overall composition is modern and clean, typical of a corporate or professional presentation slide.

Appendix

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the page, creating a modern, layered effect. The rest of the page is plain white.

MB Insights Content

- ▶ [Cybersecurity: How small and medium-sized businesses can protect themselves](#) (Feb. 2016)
- ▶ [Three strategies to protect cardholder data against fraud](#) (Feb. 2016)
- ▶ [Succession Planning: Is your business prepared?](#) (Oct. 2015)
- ▶ [When partners form a new law firm: Three tips for success](#) (Mar. 2016)
- ▶ [Six ways SMBs can better organize their financials](#) (May 2016)