

Grow Your Bank *Faster and for Less* with Digital Marketing

Get this **FREE** e-book to find out how



To acquire new customers, your bank needs to reach its best prospects where they live and breathe. And today, that's **online**.

This **FREE** e-book will help you to:

- Employ digital marketing tactics effectively **WITHOUT** busting the budget.
- Optimize your marketing spend by targeting *only* the prospects most likely to become customers.
- Convert more prospects using paid search and social media platforms such as Facebook.

Get our 19-page e-book to learn more!

Get the **FREE** e-book

The Financial Marketer's Digital Playbook

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Real-world success

The Facebook, YouTube and display strategies in this e-book helped a leading multinational bank drive these impressive growth numbers in just 10 short weeks. Download the free e-book now to find out how.

20%

Campaign drove a 20% YoY increase in unique page views

7x

Display click-through rate beat industry benchmark by 7x

\$1.31

Campaign achieved an average cost per click of \$1.31

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“

“SeQuel’s digital media strategy for our business banking solutions campaign provided a measurable lift for our branding goals. I know I can always count on SeQuel for excellent strategy, execution and results.”

—Julia C., President, Campaign and Media Manager

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About SeQuel Response

SeQuel Response is an award-winning direct marketing agency dedicated to helping brands acquire new customers for less. With decades of experience and an encyclopedic archive of test findings, we know what works—and what doesn’t—so you don’t have to waste time or money learning those same lessons.

Let us help with your next digital marketing campaign! Call [1-866-838-8551](tel:1-866-838-8551) or email info@sequeldm.com.

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Talk about growing fast . . .



Fast 50

The Minneapolis/St. Paul Business Journal ranks SeQuel as one of the 50 fastest-growing private companies in the state.



Top Agencies

SeQuel is rapidly climbing the Business Journal’s list of the top agencies in a vaunted Twin Cities advertising community.



Inc. 5000

Three years in a row, *Inc. Magazine* has recognized SeQuel on its list of the 5,000 fastest-growing private companies in the country.

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