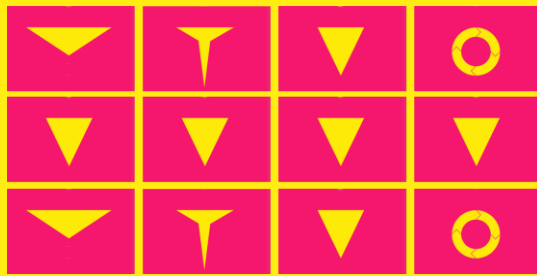


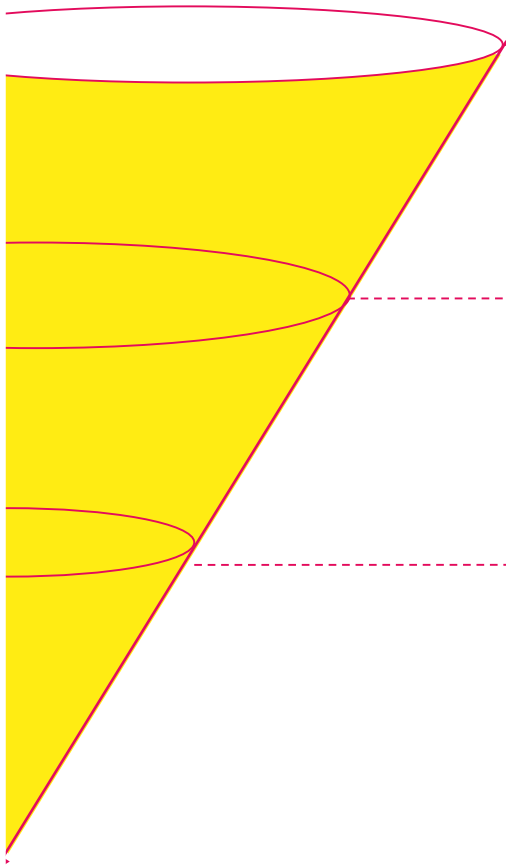
FD FRANK & STARLING BANK BUYER JOURNEY CONTENT PLAN



F&G

FUNNEL MECHANICS

SHAPING YOUR FUNNEL AROUND THE BUYER JOURNEY - REVERSE MARKETING FUNNEL STAGES



AWARENESS

The customer's aware they have a problem & are trying to define it

CONSIDERATION

They're researching all possible ways to fix their problem

DECISION

They've decided how to fix their problem & looking for confirmation & reassurance they've made the right choice

FD FRANK & STARLING BANK CONTENT IDEAS

AWARENESS:

The customer's aware they have a problem & are trying to define it

- Frank's question at this stage is top-level: '**Is fin-tech for me**'? Content here should speak to Frank's fears and anxiety. It should be about demystifying fin-tech. Starling needs to emphasise that although it's a new and shiny brand, it is trustworthy. Like traditional banks, it's subject to stringent compliance, experience and security requirements. So lots hasn't actually changed - just the tools and tech, and for the better.
- In the evening, Frank has more time. He'll want to delve into more detail about fin-tech. Starling should aim for PR coverage in the FT, Accountancy Now and Finance Officer Weekly. Whitepapers and books would also be useful. Which is handy since Starling's CEO Anne Boden has written a book: 'The Money Revolution'.
- During the working day, Frank will need shorter and more accessible content. The focus should be on creating / sharing podcasts, blogs, case studies and interviews. Reflect 'people like me' back to Frank to build his confidence in the brand. Profiles of other FDs who took the leap, never looked back then retired in a blaze of glory. Make a feature of putting faces to names of the executives in the new bank. Particularly those with a serious banking pedigree, like Anne Boden. Showing the credible people in key roles in the bank will address his faceless fin-tech fear. There's scope here too for educational pieces such as:
 - 'The Basics of Real-Time Reporting',
 - 'The Finance Director's Guide to Fin-Tech'
 - 'A Guide to Digital Transformation'
 - 'The Art of the Possible with Fin-tech' (covering futurology, myth busting and expectation setting)

FD FRANK & STARLING BANK CONTENT IDEAS

<p>CONSIDERATION They're researching all possible ways to fix their problem</p>	<ul style="list-style-type: none">— Frank's question now becomes: 'Which fin-tech bank account is right for me?'— Starling needs to continue reassuring Frank. But this is when to introduce more detail about the accounts. A 'Guide to Fin-Tech Bank Accounts' to make it easy for him to compare everything. This guide needs to be thorough. Share content to show how Starling Bank offers the features and functionality that Frank needs from his business banking. Share links to forums to show how FDs like Frank are using digital services. Create sharable videos, posts and snapshots of reporting, data visuals, alerts functionality. How Starling integrates with accounting softwares (without risk of implosion).— Creative and messaging needs to reflect Frank and people like Frank. Demonstrate your credibility by appearing in the channels that Frank trusts. That could mean broadsheet and TV advertising. Or even more traditional: sponsoring events at Henley, or hosting a talk at Frank's London Club. But don't fall into the cliché trap. He'll be active online. LinkedIn will be useful.
<p>DECISION They've decided how to fix their problem & looking for confirmation & reassurance they've made the right choice</p>	<ul style="list-style-type: none">— Frank's final question: 'Am I right to choose Starling in particular?'— Send Frank some physical merch (the Anne Boden book, related books from the FT's business and finance books of the year, a leather card holder), arrange for a bank manager to meet with him.— And more of the activities that took place at Consideration. So he sees a TV ad that evening, he and his wife (or the company's CEO as well!) are invited to Henley, the next morning he sees a full-page of Starling in the FT.



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Helping help tech & innovation-driven B2B companies to grow through inbound and outbound marketing.

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