



Stride Bank + Anglin PR Partnership Report 2023

JUNE - OCTOBER 2023

Prepared by

anglin PR



Platform: LinkedIn

Ad Run: June-October 2023

Goal: Brand awareness

1,021,798 IMPRESSIONS

2,411 LINK CLICKS

Total Cost: \$10,877.16

- \$3,750 - AI and Banking
- \$1,500 - From Perfect to Bold
- \$3,627.16 - Lesson Learned - Convergence
- \$2,000 - Most Influential Woman in Payments



AI AND BANKING LINKEDIN AD

410,546

Impressions

657

Link Clicks

\$9.13

CPM (cost per 1,000 impressions)

**“Embrace
the suck.”**

**DON'T SUCCUMB TO IT,
GAIN MARKET SHARE BY
INNOVATING WITH AI**

AS SEEN IN 'THE FINANCIAL BRAND'

Stride
BANK

Member
FDIC

Member
LENDER

June 9, 2023 - Sept. 9, 2023



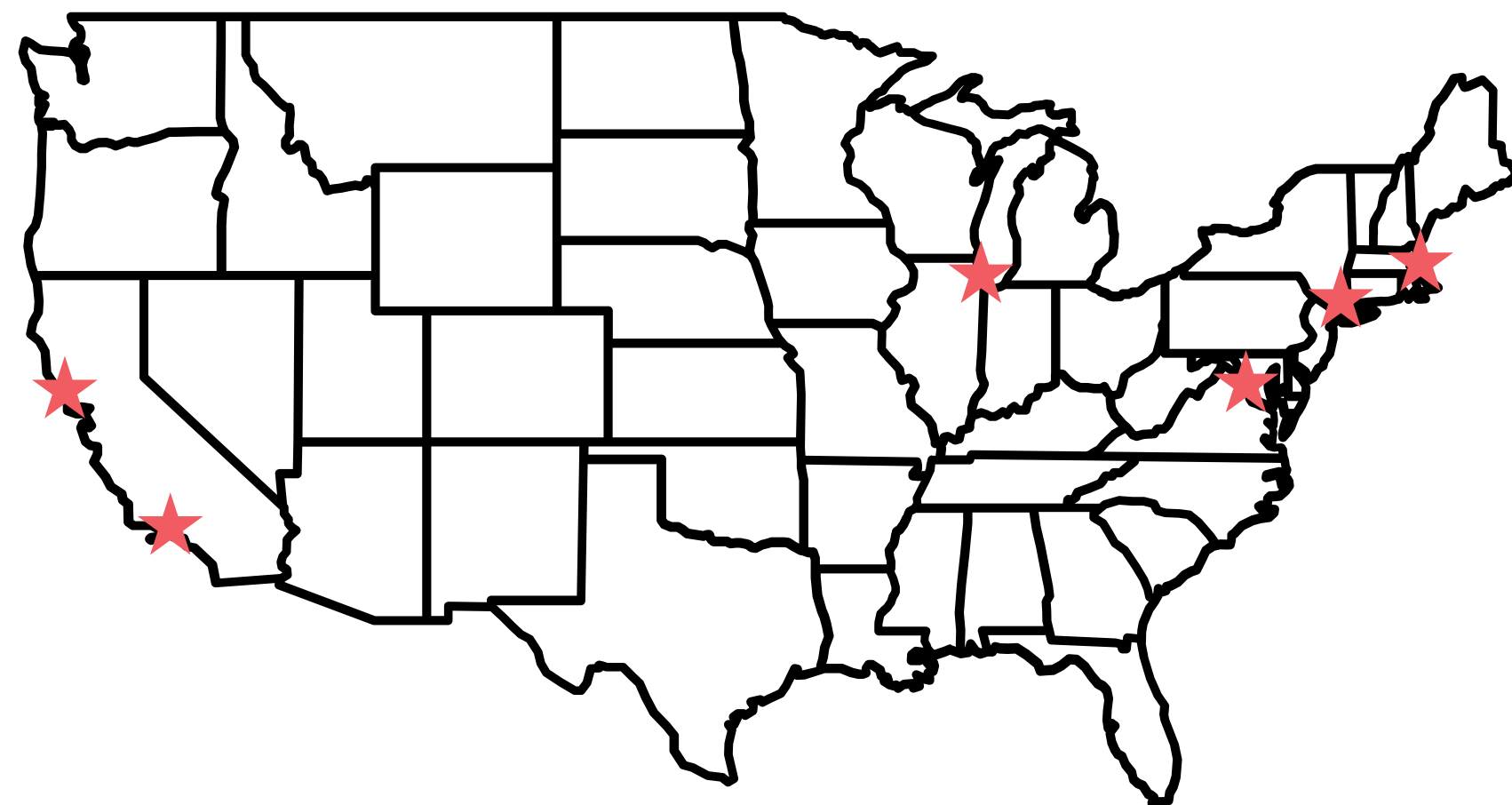
AI AND BANKING LINKEDIN AD

Top Industries

- Technology, Information, Internet
- Capital Markets
- Business Consulting
- Credit Intermediation
- IT

Top Locations

- 1 NYC
- 2 Los Angeles
- 3 San Francisco
- 4 Greater Boston
- 5 Greater Chicago
- 6 Washington DC





**FROM PERFECT
TO BOLD
LINKEDIN AD**

236,324

Impressions

897

Link Clicks

\$6.33

CPM (cost per 1,000 impressions)





FROM PERFECT TO BOLD LINKEDIN AD

Top Job Functions

- Finance
- Business Development
- Accounting
- Operations
- Sales

Engagement by Seniority

- 1 30.59% Senior
- 2 25.23% Entry
- 3 9.44% Manager
- 4 9.41% Director



Chelsea's ad has the highest number of clicks, which we'd tie to the aspirational nature of the content as well as opening this ad up to lower level seniority.



**CONVERGENCE
LINKEDIN AD**

232,928

Impressions

458

Link Clicks

\$15.57

CPM (cost per 1,000 impressions)



**Hug your
competitors.**

**LESSONS ON LEADERSHIP FROM
THE CONVERGENCE ECOSYSTEM**

AS SEEN IN 'THE JOURNAL RECORD'

Stride
BANK

FDIC

July 7, 2023 - Oct. 27, 2023



CONVERGENCE LINKEDIN AD

Top Industries

- Business Consulting
- Real Estate
- Credit Intermediation
- Insurance
- Capital Markets
- Financial Services

Engagement by Company

- Boeing
- Citi
- Capitol One
- Northwestern Mutual
- Fiserv
- PayPal
- Wells Fargo
- JP Morgan Chase & Co.

Although this ad garnered over 200,000 impressions, it was also the most costly per 1,000 impressions. Future strategies to lower the CPM might include opening the seniority level up as well as only targeting by one parameter to broaden the audience pool.



AMERICAN BANKER LINKEDIN AD

142,000

Impressions

399

Link Clicks

\$14.08

CPM (cost per 1,000 impressions)



Member FDIC
Equal Housing Lender

AMERICAN BANKER.
2023 MOST INFLUENTIAL
WOMEN IN PAYMENTS: **NEXT**

**CONGRATULATIONS
CHELSEA PUCKETT**

SVP, Strategic Payment Systems



July 31, 2023 -Sept. 30, 2023



AMERICAN BANKER LINKEDIN AD

Top Industries

- Technology
- Public Policy Offices
- Credit Intermediation
- Research Services
- Capital Markets
- Media & Telecomms

Engagement by Location

REGIONAL

- DFW
- Denver
- Austin
- Houston

NATIONAL

- NYC
- Los Angeles
- Boston
- San Francisco

This ad ran for the shortest period but saw almost as many clicks as the Convergence ad. A good mix of regional and national targeting as well as the notoriety of the American Banker award made this ad more dynamic.



OP EDS JOURNAL RECORD

6

articles online and in print

6

different leadership voices

\$18,405

approx. ad value

Home > Opinion > Guest Column > Stallings: Future of community banks is changing

Stallings: Future of community banks is changing

By: **Jimmy Stallings** // Guest Columnist // October 26, 2023 // 2 Minute Read



▶ Listen to this article



Jimmy Stallings

To remain relevant in today's highly competitive market, banks must employ creative thinking, forward-looking strategies, and a firm commitment to a digital future. In a world where technology is reshaping customer preferences and workforce dynamics, embracing a culture of perpetual improvement is vital for attracting both customers and top talent in an increasingly digital world.

A recent report from Forbes highlights a shift in the banking sector, with megabanks and regional banks witnessing a decline in new checking account openings. Meanwhile, digital and fintech banks have surged in popularity, growing by 36-47% since 2020. Over one-third of Gen Z and millennials now consider a fintech or digital bank as their primary checking account provider. Digital banks, like

the ones we partner with, have proven to be extremely adept at identifying shifting customer needs, designing great products that improve people's lives, and getting their message out. Partnering with tech pioneers like this has been a cornerstone of Stride Bank's reputation for innovation in the community

- ["Future of community banks is changing," Oct. 26, 2023](#)
- ["Leading a human workforce in the age of AI," Sept. 28, 2023](#)
- ["Lessons on leadership from the Convergence ecosystem," July 6, 2023](#)
- ["Women can resist perfection, achieve workplace success," May 18, 2023](#)
- ["To build resilient teams, take a lesson from bison," April 13, 2023](#)
- ["Top workplaces tune in, listen to employees," Jan.11, 2023](#)

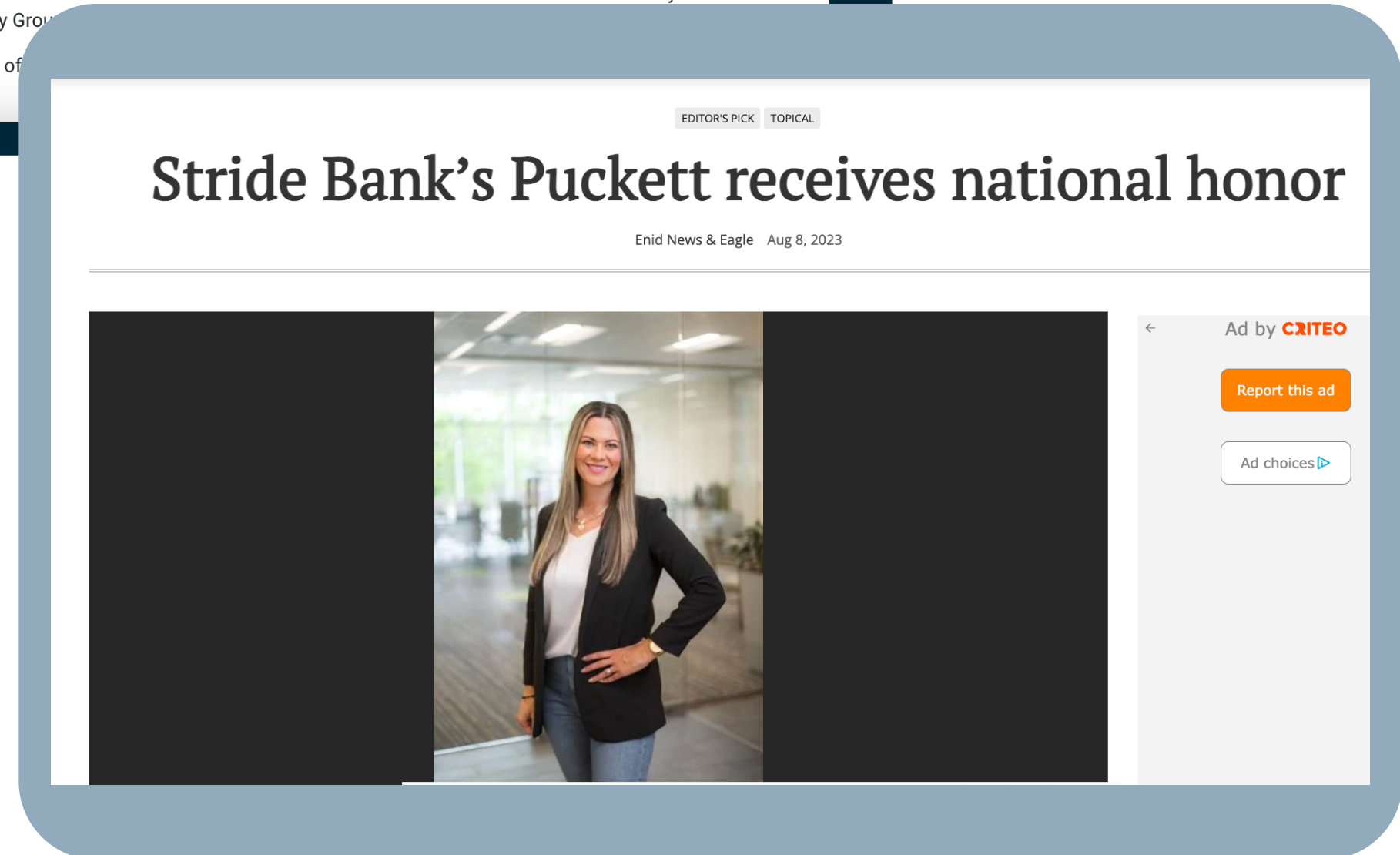
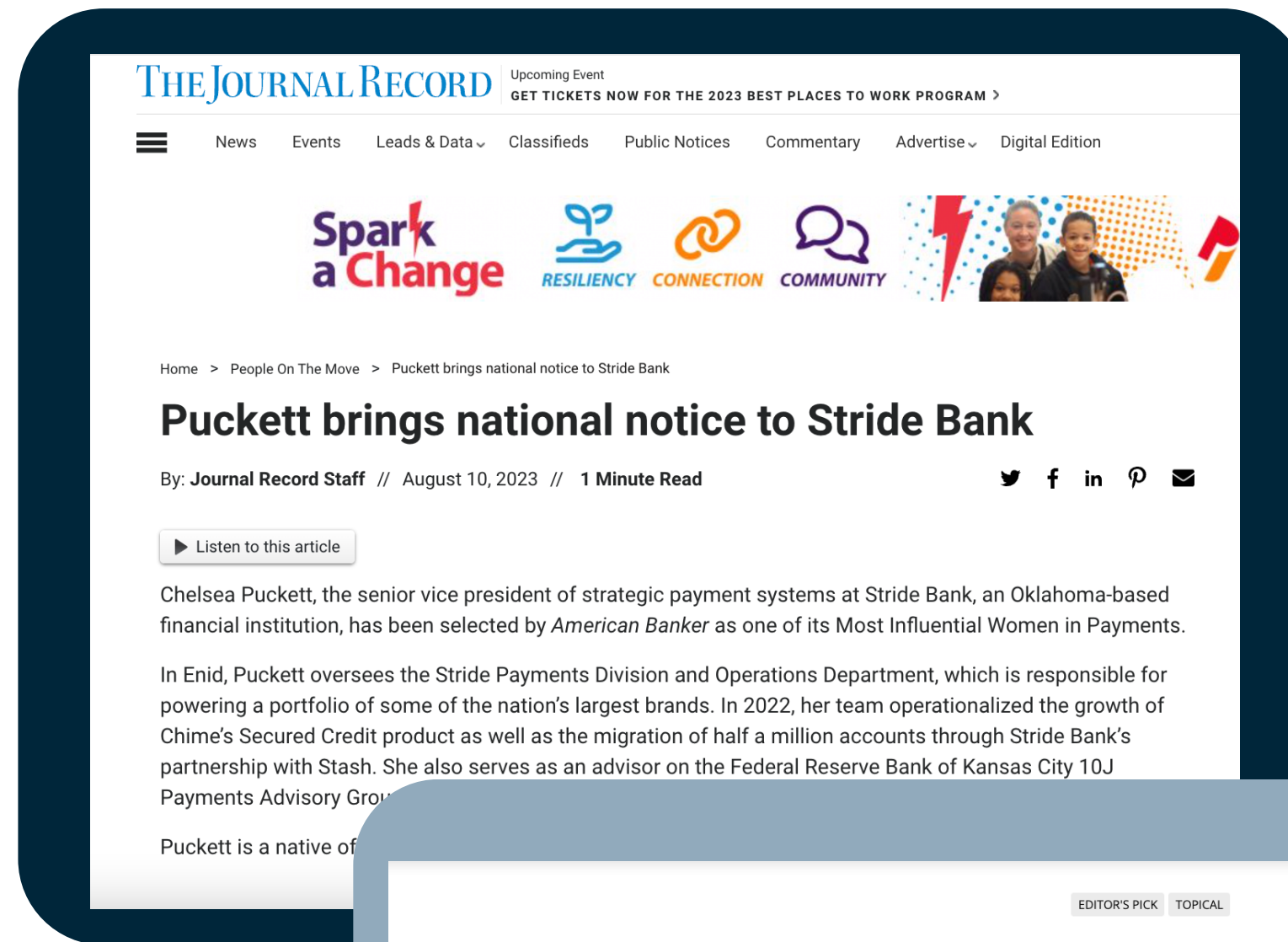


MEDIA COVERAGE CHELSEA'S AWARD

**THE JOURNAL
RECORD**

ENID NEWS & EAGLE

\$7,275
approx. ad value





MEDIA & PR PLANS FINTECH

7-STEP PITCH GUIDE

IMPECCABLE OCC
RECORD & FLY
OVERSTATE ANGLES

MEDIA BUY STRATEGY TO
COMPLIMENT PITCHES

MEDIA PLAN

2023





MEDIA & PR PLANS CONVERGENCE

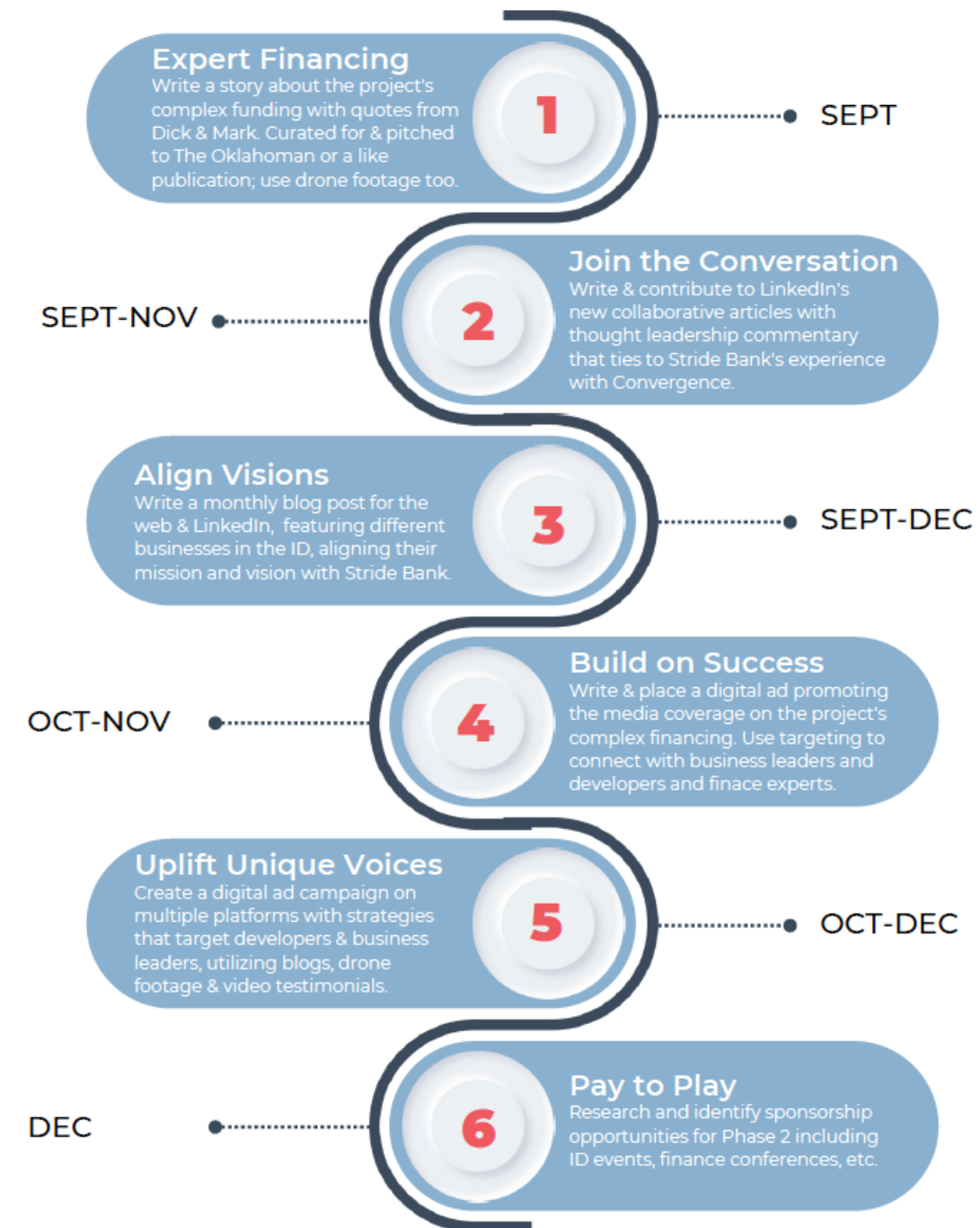
**PROPOSED WRITTEN
CONTENT FOR WEB &
SOCIAL**

**SPONSORSHIPS & EVENTS
TO DRAW MEDIA
ATTENTION**

**MEDIA BUY STRATEGY TO
COMPLIMENT PITCHES**

PR PLAN

PHASE 1 - 2023



TAKEAWAYS

- LinkedIn marketing is a successful tool for brand awareness. Cost or ad run length can be reduced, in some instances, and still see great success.
- Some assets like the drone footage at the Innovation District would make excellent ad content for 2024.
- Op eds create content that can be used and shared on several platforms and offer Stride Bank the opportunity to control the narrative and highlight multiple leadership.
- Next: Determine budget for 2024 and select 2-3 tactics to implement that will create media interest in Convergence or Fintech