

OBR 160 & 161 (double issue)

Growing Deposits in the Digital Age

Seventeen smart strategies for gathering core deposits while building your brand

Author: Jeffry Pilcher, President & Founder, ICONiQ
with Jim Bruene, Editor & Founder, Online Banking Report

Published: December 15, 2008

Cost: Individual report: \$595 single-user; \$1,795 enterprise-wide license
or get this report now for no charge with your [annual subscription](#)

Size: 72 pages; 17,500 words

Format: Printed, PDF, Word

Ordering: [Online](#), [email](#), or (206) 517-5021

Abstract:

This report focuses on the key driver for health and profitability in 2009 and beyond: retail deposits. Specifically, how the online channel can be used to boost the results of your deposit marketing and sales efforts.

Guest author Jeffry Pilcher, a branding and marketing guru who recently launched his own brand consultancy, ICONiQ, joins OBR Editor Jim Bruene in looking at seventeen promising deposit-building strategies. Many are tried-and-true techniques, such as sweepstakes and rewards, updated with a digital touch. While others, such as bidding on deposits at auction at MoneyAisle, are pure Internet-enabled inventions

And because today's skittish financial consumers are moving toward safety, growing deposits also requires strengthening your brand. Only the most trustworthy financial institutions, offering a hassle-free deposit experience, will win this new round of financial competition.

Table of Contents

Intro	2
Ten universal tactics	3
17 strategies for deposit growth	
<i>The big rate</i>	9
<i>Customizable accounts</i>	13
<i>DIY online-only accounts</i>	17
<i>Green banking</i>	21
<i>Instant online depositing</i>	25
<i>Debit savings rewards</i>	34
<i>Social savings contests</i>	38
<i>Socially conscious banking</i>	42
<i>Gen-Y checking</i>	45
<i>Rewards checking</i>	52
<i>Sweepstakes & giveaways</i>	55
<i>Deposit auctions</i>	59
<i>Online savings buzz</i>	63
<i>Mobile savings apps & widgets</i>	65
<i>Savings automation & incentives</i> .	67
<i>Social "friends & family" savings</i> ..	70
<i>Viral holiday greetings</i>	72

Companies mentioned:

Amplify FCU, Apple FCU, BancVue, Bank of America, Citizens Bank, Colorado United Credit Union, Compass Bank, Dort FCU, DriveUp Savings, Elevations Credit Union, Fidelity National Card Services (FIS), Fifth Third Bank, First National Bank of Omaha (FNBO), FirstROI, Frost Bank, GTE FCU, HSBC Direct, ICONiQ, ING Direct (US & Canada), Members Credit Union, Meriwest Credit Union, MoneyAisle (NeoSaej), Oregon Community Credit Union, Pemco Technologies, Pennsylvania State Employees Credit Union (PSECU),), PNC Bank, Purdue Employees FCU, Rennhack Marketing Systems (RMS), Scotiabank, Servus Credit Union (Commen Wealth Credit Union), SharePlus Bank, SmartyPig, SunTrust, Union Bank & Trust, USA Federal Credit Union, Vancity, Verity Credit Union, Virgin Money (South Africa), Wachovia, West Bank, WorkTank, Zions Direct