



inSegment

CASE STUDY

LEAD GENERATION: MICROSITE DEVELOPMENT AND SEO – ROCKLAND TRUST

Rockland Trust is a full-service community bank with \$4.7 billion in assets. With locations in and around the South Shore region of Massachusetts, Rockland Trust competes with both local and national banks.

In Spring of 2011, Rockland Trust partnered with inSegment to deploy Search Engine Optimization and Pay Per Click campaigns for increased online visibility, and to build conversion-oriented microsites to convert visitors arriving from both online and offline channels.

THE PLAN:

inSegment created a microsite in support of Rockland Trust's spring "Freeness" campaign, which provided a conversion-oriented web asset without the need to revise the main company website. The microsite received traffic from traditional media channels and provided additional information, as well as an opportunity to immediately open an account online, which traditional channels could not provide.

To increase Rockland Trust's visibility and online presence, inSegment also began a Pay Per Click campaign and created a second conversion-focused microsite for visitors that arrived through online ads. Search engine users searching for checking accounts or other banking services in geotargeted areas around each Rockland Trust branch were shown ads that led to the microsite.

To further enhance the scope of Rockland Trust's online visibility and presence, inSegment deployed a Search Engine Optimization campaign that focused on local keywords which were relevant and traffic-yielding.

INSEGMENT RESULTS:

The microsites proved to be ideal locations for visitor conversion, providing the requisite account information, while focusing visitor attention on conversion points. The PPC campaign effectively targeted searchers who would otherwise only encounter big banks: by geotargeting the campaign around each branch location, Rockland could carve out their own niche in the big banks' territory. The SEO campaign resulted in first-page positions for 28 relevant and valuable keywords for the bank.

Keywords:	MARCH, 2011	JULY, 2011
	Google	Google
massachusetts bank	N/A	7
bank MA	98	6
mortgage rates MA	N/A	12
mortgage rates massachusetts	N/A	11
personal banking MA	N/A	6
bank loans ma	N/A	4
home equity loans MA	N/A	8
home equity loans massachusetts	N/A	8
free checking MA	82	5
free checking massachusetts	97	5



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GOALS:

- To increase Rockland Trust's visibility and online presence
- To support Rockland's spring "Freeness" campaign
- To build awareness and enrollment in free checking accounts

CHALLENGES:

- Rockland Trust competes with local banks, as well as with regional and national players such as Citizen's Bank and Bank of America. SEO space in banking is highly competitive, and many keyword positions are occupied by other banks.
- inSegment needed to integrate conversion architecture with Rockland Trust's website in order to increase conversion rates, but due to time constraints, it was not possible to complete a website overhaul.
- Rockland Trust was engaged in many forms of traditional media, which are difficult to measure in terms of ROI.