

Flimp Case Study: Financial Services

Video Postcard Email Marketing Campaign

Client: Carolina Alliance Bank



About Carolina Alliance Bank

Carolina Alliance Bank (CAB) was established in 2006 as a full service commercial bank to serve the Spartanburg, SC community. Carolina Alliance Bank's primary emphasis is on consumer private/professional and small to mid-sized business banking. "Our goal has always been to provide the best customer service and bring together the top banking professionals in this market," according to Carolina Alliance President and CEO John Poole.

Marketing Objective

As a newly established financial institution, Carolina Alliance Bank was looking for an affordable yet impactful way to introduce the newly founded institution to businesses and residents in the Spartanburg, SC metropolitan region. According to CEO John Poole, "We wanted to be able to personalize our story and our vision for the bank for customers and prospects using web video in a way that encouraged people to forward the message to others, share their feedback with us and visit our newly created Carolina Alliance Bank website."

Video Postcard Campaign

The Bank hired a local marketing agency, CapitalIdeas to produce a series of video interviews with CAB employees to introduce the bank to potential customers, and to enable management to communicate their vision for bank to viewers in a compelling and personal way. CapitalIdeas decided to use FLIMP to create, distribute and track a video postcard marketing campaign for the Bank.

Two video postcards were created using the bank's video content and branding. They were then delivered by email several weeks apart to CAB's opt-in mail list as well as an email list rented from the local Chamber of Commerce. Video postcard viewer interactions, engagement and responses as well as viral forwarding was tracked by email address within the Flimp Account reporting dashboard. After completion of the campaign, one of the video postcards was embedded into the homepage of the CAB website using



The video and content for the campaign was hosted and delivered using the FLIMP Rich Media Platform and email marketing tools.

Summary Campaign Results

Total viewing time for both campaign deployments was 42 hours 30 minutes. All viewer engagement, response and viral data was tracked and reported by individual email address in the FLIMP reporting dashboard. In total, 4,173 Flimp video postcard emails were sent in two deployments four weeks apart. Of the total emails delivered, 3,447 emails were opened for an email open rate of 82.6%. A total of 2,409 viewers clicked open and watched the video postcard message, representing 69.8% of total email opens. The video messages averaged 2 minutes 28 seconds each. Of the total viewers, 726, or 30.2% watched a video message to completion and the average video viewing time was 1 minute 12 seconds across all viewers. A total of 252 viewers, or 10.5% of viewers clicked one of the video postcard response links and 99 people or 4.0% of video postcard viewers forwarded the message to a friend. ➤

CLIENT TESTIMONIALS:

- "FLIMP has been an incredibly effective and simple solution for launching email video marketing campaigns for our clients. The response rates for our first two campaigns was over 10%, and a majority of the names on our email list were purchased. We never could have achieved these response rates with regular email marketing. FLIMP also provided us with great service and support. What a fantastic marketing application!"

Rebecca Barnes, Owner, CapitalIdeas

- "As a newly established financial institution, the Carolina Alliance Bank was looking for an affordable yet personal way to introduce our institution to businesses and consumers in the Spartanburg, SC community. Through a series of personalized video postcards delivered and tracked using FLIMP, we were able to create strong brand awareness in addition to attracting new business. FLIMP has been an important and successful part of our overall marketing effort that has differentiated us from larger companies."

John Poole, President, Carolina Alliance Bank

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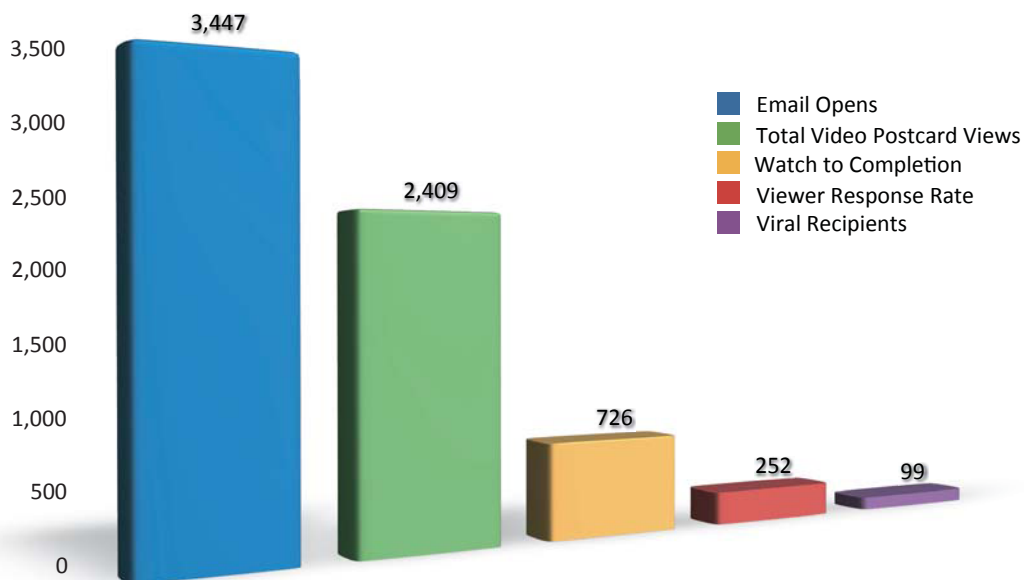
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Carolina Alliance Bank Video Postcard Email Campaign. Viewer Engagement and Response Data



Target Audience Actions	Viewers	Response Rate
Received video postcard email campaign	4,173	100% of delivered emails
Opened email with video postcard message	3,447	82.60% of email recipients
Total video postcard views (includes views from viral recipients)	2,409	69.89% of email opens
Watched to completion (watched entire video)	726	30.14% of video postcard viewers
Response links clicked (video postcard response)	252	10.46% of video postcard viewers
Forward to a friend (sent to a friend) ²	99	4.00% of video postcard viewers

- Multiple views by the same person within 5 minutes are counted as one videosite view.
- Viral Recipients data does not include messages forwarded directly from email agent (such as Gmail, Outlook, etc.).

Two separate video postcard email marketing campaigns were created, launched and tracked by viewer email address using FLIMP without any programming or analytics plug-in. The campaigns targeted business and community leaders in Spartanburg, SC.

	1	2
Video Duration	2 min., 47 sec.	2 min., 9 sec.
Total Viewing Time	23 hr., 49 min., 30 sec.	18 hr., 40 min., 15 sec.
Average Viewing Time	1 min., 42 sec.	42 sec.

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