



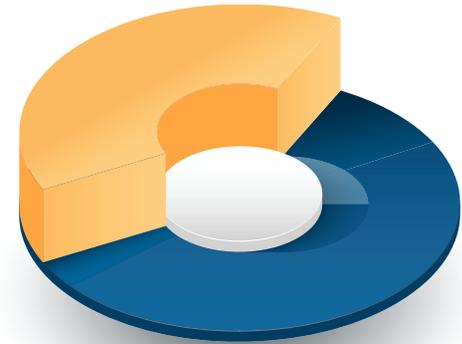
HOW TO  
Structure A  
Bank Marketing  
Department

---

**M**arketing teams come in all shapes and sizes – some banks have unlimited resources for digital and traditional marketing, others have to do more with less to accomplish the team’s goals.

Social media and other digital marketing tactics are increasingly important for banks. In fact, in a recent survey by the American Bankers Association nearly 40 percent of bank marketers said they strongly agreed that social media was important for their institution. For banks to compete and reach their marketing goals, the right team with the right set of skills can make all the difference.

Whether you’re looking to add to your current team, or learn more about the qualities and skills that successful marketing teams exhibit, **this guide can help you understand the types of roles that will help your bank promote its brand across multiple platforms and optimize your social media strategy.**



**40%**

**OF BANK MARKETERS  
STRONGLY AGREE  
THAT SOCIAL MEDIA IS  
IMPORTANT FOR THEIR  
INSTITUTION**

# Marketing Roles



## Digital Marketing Director

This person is often the head of all things digital, including social media, website content, email marketing, and SEO/SEM. They work closely with the managers and directors from other departments within the organization to both share current digital marketing projects and results, and act as liaison for the company's online marketing requests and ideas.



## Social Media Strategist/Manager

The social media strategist or manager is a strategic thinker who helps keep the social media team on-track. They collaborate with the digital director to set the team's strategy and they are responsible for day-to-day execution and measurement. Often the strategist is the outward-facing member of the team who directly engages the social media community.



## Content Contributors/Content Managers

The content-driven members of a team provide the messaging to be shared on digital platforms. From social post copy to blog content and event video scripting, a content contributor/manager is responsible for creating on-strategy content. For smaller teams, outside partners can often be helpful for content development.



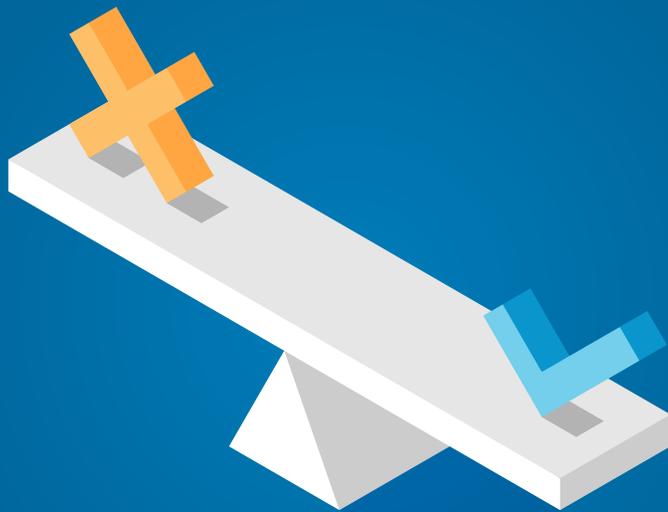
## Marketing Intern

If you're lucky enough to have one, a marketing intern can help manage day-to-day social media engagement and measurement activities.



## The Right Structure for Your Team

Now that you've determined the positions that make the most sense, keep operations moving fluidly by outlining how team members can share their progress, to whom they can ask questions, and create accountability. It's not about having a boss and determining underlings – it's about providing support. A true internal team atmosphere – where information is shared openly and goals are regularly discussed with proper processes in place to meet them – will foster a positive environment.



## Manage Your Team's Activities

No matter how you've structured your team, one of the most important precautionary steps you can take is to set up a "checks and balance" system to help ensure you don't draw the ire of regulators. Social media management software can help your team can work together to manage customer comments, monitor keyword searches or hashtags, assign posts and share account analytics. Approval workflows can keep your team compliant and eliminate time-consuming bottlenecks.

# Expand Your Team with Social Selling

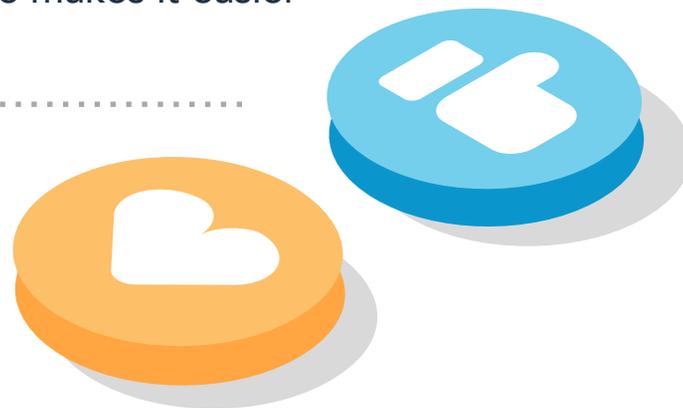
Even with the right structure, a marketing team may need additional support to use social media to build trust and close deals for a bank. Social selling makes every employee a member of the marketing team by giving them the power to be the face of your institution and engage directly with customers.

---

By putting employees front and center, you can expand your bank's reach and build trust.

Sound like a compliance and approval nightmare? The right social media management software makes it easier than you think.

---





As you build your bank's marketing dream team, remember to keep conversation channels open and use tools to help you seamlessly manage tasks, collaboration and approvals.

From social listening to team management, Denim Social empowers banks and their employees to compliantly engage with customers on social media, build deeper relationships with their communities, and close more deals.

Wondering how tech tools can help your team's workflow come to life? Denim Social can help. [Schedule a demo to learn more.](#)

