

CASE STUDY



BankQuality.com gathers information on the quality of services and recent developments in the global financial services industry through surveys and our 'Your Ratings and Comment's section. The information collated will be used to evaluate the financial institutions.

Presented By



Initiation Phase

To improve their website's technical issues with support of strong back links to improve rankings. For this, the website had to be properly optimized & then constantly updated with the trending changes of Google Algorithms to let competitive keywords rank on Page #1.

To increase their presence on social media platforms and to connect with existing & prospective clients of the services & to make them aware about the Banking trends, Tips and tricks, bank services and what other people think about their bank or financial institution.



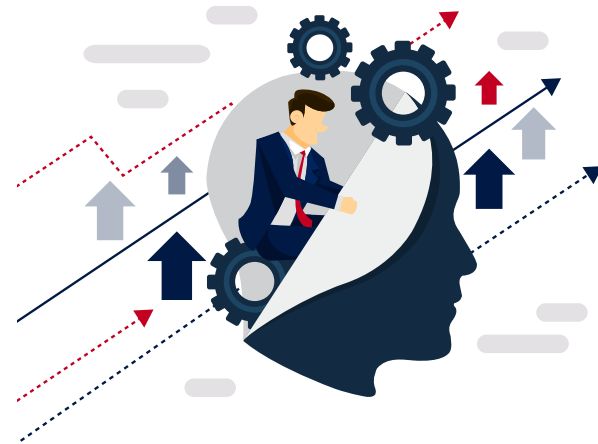
Website Management

To keep the payment plans and projects updated, to deal with bugs if any and maintain the ongoing work on the website.



Challenges

- Website was not user friendly and attractive.
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- Social Media channels Facebook, Instagram and LinkedIn were not created and Twitter page was not optimized
- Reviews flow was not good enough, 2 - 3 people were reviewing in a month on the website.
- Social media page likes/followers were very less.



Strategy Behind It

We designed and developed the new website for **bankquality.com**

Old Website



New Website



To improve their website's technical issues with support of strong back links to improve rankings. For this, the website had to be properly optimized & then constantly updated with the trending changes of Google Algorithms to let competitive keywords rank on Page #1.

SMO Stats			
S.No	Social Media Website	February 2019	October
1	Facebook	0 likes	2,343 Likes
2	Instagram	0 Followers	681 Followers
4	Linkedin	0 Followers	794 Followers
5	Twitter	4 Followers	181Followers

Facebook Group sharing: We share every post of bankquality on relevant groups, so that people can reach and do some engagement on the post.

LinkedIn Marketing: We send messages on LinkedIn to people if they want to share their thoughts about their bank or financial services.

Tweets: We helped people on twitter by searching the hashtags of banks and tell them what they can do about the issues they have.

Email Marketing: We also send emails to those who are harassed by their bank and request them to share their review on bankquality.com so other people and bankers can see what types of issues they are facing.

Advertising on Social Media

We run campaigns on social media to get reviews on the website and also to aware people that now they have a platform where they can tell other and complain about their banks.

A Few of Our Social Media Designs

BANKQUALITY.COM
MAKE YOUR FINANCIAL DECISIONS EASIER TODAY

#TalktoBQ

Hey! did you know?
You can now review your bank
online on **BANKQUALITY.COM**

That's great! Now I can fully
resent against their rate of
interest. It was killing me!

www.bankquality.com

BANKQUALITY.COM
MAKE YOUR FINANCIAL DECISIONS EASIER TODAY

Advantages of using Digital wallets?

- 🕒 Convenience
- ⚙️ Efficiency
- 👥 Organization
- 🔒 Enhanced Security
- 🎁 Discounts and Bonuses

www.bankquality.com

BANKQUALITY.COM
MAKE YOUR FINANCIAL DECISIONS EASIER TODAY

WHEN CONSIDERING A NEW BANK, WHAT ARE THE TOP TWO THINGS YOU WOULD GENERALLY CONSIDER?

A. Higher Interest Rates on Deposits	B. Premium Quality Customer Service
C. Very Efficient Internet Banking Services	D. Minimum Balance Requirements

www.bankquality.com

#TalktoBQ

A Few of Our Social Media Designs

BANKQUALITY.COM
THE BEST FINANCIAL SERVICE PROVIDER TODAY

DID YOU KNOW?



SOME IMPORTANT FACTS RELATED TO INSURANCE COMPANIES

- Insurance is a "For Profit" Business
- The settlements are final and permanent
- Not truthful in negotiations
- Insurance companies and hospitals work together
- Insurance Companies Pay for the settlement or verdict - Not the used individual

www.bankquality.com **#TalktoBQ**

BANKQUALITY.COM

You were looking for a good bank to apply for a home loan. Did you find it yet?

Yes! And that too within a matter of hours!

Really? How is that possible?

I just signed up on www.bankquality.com, chose a bank and read reviews by its existing customers. Those positive reviews helped me in selecting and I knew I made the right choice!

Wow! That seems like a really effective way to choose a bank!

www.bankquality.com **#TalktoBQ**

BANKQUALITY.COM

WANT TO KNOW ABOUT THE LATEST CHANGING TRENDS IN DIGITAL WALLET PAYMENTS?



www.bankquality.com **#TalktoBQ**

BANKQUALITY.COM



ABOUT SOME INTERESTING FACTS ON MUTUAL FUNDS?

- Taking unwarranted risks in Equity schemes
- Promoting Relative performance
- Mis-selling of Income schemes
- Mis-management of Income schemes
- Advocating market timing funds

www.bankquality.com **#TalktoBQ**

BANKQUALITY.COM

DID YOU KNOW

HOW TO MAKE THE BEST USE OF YOUR CREDIT CARDS?

- Avoid withdrawing cash on your credit cards
- Encash your reward points on time
- Match the card to fit your needs
- Keep a track of the invites for a premium membership
- Use your credit card as your monthly budget

#TalktoBQ

www.bankquality.com




BANKQUALITY.COM
RATE YOUR FINANCIAL SERVICE PROVIDER TODAY

HAVE YOU EVER RATED YOUR BANK AND ITS SERVICES

?

If not, share your experience today!

#TalktoBQ



www.bankquality.com

DriveIT Digital Strategy

the road map to success.....

1) Website Traffic improvements:

Now that the website strategy was in place we could begin driving targeted traffic to the site through organic channels. We used:

- Google (organic) via Search Engine Optimization (SEO)
- Implement Latest Updates
- Content Marketing
- XML Sitemaps
- Google Ads (Search/Display/Video)
- Facebook ads
- Instagram Ads
- Twitter Ads
- LinkedIn ads



After analysing the ads report we came to know that we are getting good results from LinkedIn, Twitter and Google, we did pay attention to these platforms rather than any other social media platforms.

Results

The DriveIT Difference...

Facebook Organic reach:

Bank Quality
Published by Manu Thakur (7) · 30 May · 🌐

Wondering how to keep banking safe? Do not worry as we are here to provide you with some essential tips to help you keep your bank transactions safe and secure. To get better banking experience, go through with <http://www.bankquality.com/>

BANKQUALITY.COM
RATE YOUR FINANCIAL SERVICE PROVIDER TODAY

Safe Banking is Better Banking

- ⚙️ Avoid writing down ATM pin
- ⚙️ Avoid lending your Debit Card
- ⚙️ Do not ignore transaction alerts
- ⚙️ Do not forget to take cash from the ATM
- ⚙️ Refrain from disclosing card/PIN details

#TalktoBQ

Get more likes, comments and shares
Over 100 people have liked this post. Over 100 people have engaged with this post.

1,364	13	Boost Post
People reached	Engagements	

Performance for your post

1,364 People Reached

4 Likes, Comments & Shares 📊

3 Likes	2 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

9 Post Clicks

3 Photo views	0 Link clicks 📊	6 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

HAVING TO STAND IN A LONG SINGLE QUEUE DUE TO LOW STAFF IN YOUR BANK?

We will take your WORD for it! Write to us your reviews about your bank on our "write our review" feature TODAY.
Visit bankquality.com and make a statement!

BANKQUALITY.COM
RATE YOUR FINANCIAL SERVICE PROVIDER TODAY

HAVING TO STAND IN A LONG SINGLE QUEUE DUE TO LOW STAFF IN YOUR BANK?

#TalktoBQ

www.bankquality.com

1.5k	130	Boost Post
People reached	Engagements	

SEO Results

Asia United Bank Corporation Review

Keyword difficulty: .- (for google.com database) — View full report for this keyword

All Maps Images News Videos More Settings Tools

Page 2 of about 51,500,000 results (0.57 seconds)

11. Asia United Bank Corporation - Bank Quality
<https://www.bankquality.com> > institution > asia-united-bank-corporation-...
Find the latest review of Philippines's Bank, Asia United Bank Corporation. Read & rate your experiences with this Bank.

DS: 0 TS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free SEMrush account - [Connect](#)

L: 0 LD: 32.5K I: 2.08K Rank: 1.54M Age: 2005/03/24 whois source
Rank: 11.2M Adv Disp Ads: 0 Pub Disp Ads: 0

12. Asia United Bank | LinkedIn
<https://sg.linkedin.com> > company > asia-united-bank
Join LinkedIn today for free. See who you know at Asia United Bank, leverage your professional network, and get hired. ... Company size: 1001-5000 employees.

L: 0 LD: 2.57M I: 3.04M Rank: 57 Age: 2009/11/18 whois source Rank: 46
Adv Disp Ads: 133K Pub Disp Ads: 30

13. AUB:Philippines Stock Quote - Asia United Bank Corp ...
<https://www.bloomberg.com> > quote > AUB:PM
Stock analysis for Asia United Bank Corp (AUB:Philippines) including stock price, stock chart, [ws](#), key statistics, fundamentals and company profile.

Bank of Africa Kenya review

Keyword difficulty: 65.54% (for google.com database) — View full report for this keyword

7. Bank Of Africa Kenya Closes 12 Branches, unknown number ...
<https://kenyanwallstreet.com> > bank-africa-kenya-closes-12-branches-unkn...
Jan 23, 2017 - Bank Of Africa Kenya Closes 12 Branches, unknown number of staff to lose jobs ... Bank Of Africa Group has announced plans to reduce its branches in Kenya by nearly a third and lay ... Weekly Market Review: Shilling Stable.

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Rank: 1.63M Adv Disp Ads: 0 Pub Disp Ads: 0

8. Bank of Africa Kenya - Bank Quality
<https://www.bankquality.com> > institution > bank-of-africa-kenya-kenya
Find the latest review of Kenya's bank, Bank of Africa Kenya. Read & rate your experience with this Bank.

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9. Bank of Africa Kenya Limited - Wikipedia
<https://en.wikipedia.org> > wiki > Bank_of_Africa_Kenya_Limited
Bank of Africa Kenya Limited (BOA Kenya), is a commercial bank in Kenya. It is one of the commercial banks licensed by Central Bank of Kenya, the country's ...

Products: Loans, mortgages, investments, debt ... Number of employees: 530+ (2016)
Total assets: US\$771.18 million (2014) Headquarters: Nairobi, Kenya
Missing: review | Must include: review

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DS: 0 TS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free SEMrush account - [Connect](#)

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Join LinkedIn today for free. See who you know at Asia United Bank, leverage your professional network, and get hired. ... Company size: 1001-5000 employees.

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We are getting 2-4 reviews on the website per day as for now, working hard to increase this number as well.

Increased the number of Likes and followers on social media through organic and sponsored activities: 4,525

Increased the number of likes and followers up to **99%**

Reduce the bounce rate from **80%** to **43%**

Increased the monthly traffic up to **20%**

Reduced the spamming

Increased the number of reviews on website up to **95%**



THANK YOU



If you have any questions or would like us to create a success story for your company, feel free to contact us at:



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www.driveitdigital.com