

DIGITAL INTELLIGENCE

IT'S KNOWING
WHEN & WHERE
TO FISH.



You can't compete in today's market without a strong digital marketing strategy. Financial institutions that succeed with digital use a thoughtful blend of paid and organic tactics to reach the right audience with an optimized experience tailored for each user. Pannos has the in-house resources to create, deploy and manage the whole digital marketing ecosystem. Whether it's SEM, SEO, personalization, remarketing, social or a blend, our team is equipped to cast the net.

CUSTOMER ACQUISITION

Digital marketing is one of the most cost-effective ways to build awareness and reel in new customers – if you know when and where to fish. Over the years, we've developed proven strategies – including tactics, timing and placement – that can help you expand your customer base and spend your budget wisely.

ANALYTICS - MEASURING SUCCESS

Digital marketing = data. Lots of it. The tricky part is the analysis. It's hard to know which campaigns are working and which need tweaking if you're not sure which metrics to use. We have the processes and benchmarks to help you understand the metrics, measure results and adjust campaigns on the fly.

OUR SERVICES INCLUDE:

- Strategy and budget development
- Campaign placement and ongoing performance optimization
- Third-party integrations for full conversion tracking
- SEO audit and competitive analysis
- Goals and conversions setup and optimization

