



## Capturing Client Attention in the Blink of an Eye

marketing customer experience

**Summary:** Consumers have very short attention spans. According to one consultant, a marketing pitch has a dauntingly short window in which to connect to an audience – literally, the blink of an eye. CFIs that have a good “blink factor” stand a better chance of capturing interest. We offer you a quick cheat sheet.

Consumers make decisions quickly, often in the blink of an eye. Capturing their attention effectively thus means operating with all due speed and clarity. Either you connect with your target audience quickly or the moment is gone.

One retail consultant calls this rapid connection dynamic the “blink factor.” It can be an important differentiator for community financial institutions (CFIs) trying to capture customer interest in a crowded field of financial service providers. CFIs without a good blink factor may be losing out on new business, despite their best marketing efforts.

Here’s a quick cheat sheet for knowing when you’ve got it and when you don’t.

1. **Clear branding.** Has your institution established a brand that is easily recognizable and understood? Your image and character should be so thoroughly established that anyone encountering your brand knows instantly who you are and what you are about.
2. **Color, shape, typography.** Picking the right colors and shapes for your brand and logos can be effective differentiators. Retail research shows that 93% of buying decisions are based on visual cues, and 85% of consumers cite color as the main determinant. [Colors correlate to emotional responses](#). Blue says honest and trustworthy, red connotes bold and passionate. Ford uses blue, Disney red. Typefaces are also critical. When it is all put together correctly, the brand and what it stands for are instantly recognizable.
3. **Emotional connection.** People like to think they are rational beings. But in marketing, the key is establishing an emotional connection. What happens in that blink of an eye is the attempt to establish an immediate emotional connection to the brand. Of course, that connection needs to be positive. The emotional connection is all about the subliminal messages that are conveyed through the various components of branding. Testing through focus groups is a good way of judging if your institution’s brand immediately elicits a positive connection. Mistakes like overly complicated messaging can get in the way of emotional connections.

Putting all this together takes work. But the results can be richly rewarding. For example, if your institution wants to be known as the premier small business lender in your market, you can promote your message through creative branding that might include serious typefaces and trustworthy colors.

The branding and marketing effort need to be uncomplicated and clear, and it requires effective and appropriate use of tools like color and typefaces. It should respond not only to what your institution stands for, but also to the type of clients you want to reach. CFIs have developed different characters for themselves, from serious to playful. The key is for the message to be conveyed instantly.

If done right, potential customers will know what your institution stands for in the blink of an eye. Once you have captured attention, you can then move on to expanding the message through ad campaigns,

sponsorships, social media engagement and other methods. And then, of course, your institution can tackle the challenge of sales. Ultimately, what happens in the blink of an eye should translate into long-term benefits to your bottom line.

## FLEXIBLE SOLUTION TO FIT YOUR CECL NEEDS TODAY AND TOMORROW

We know that not every banker has the same needs. So CECL FIT® is flexible to adapt to fit your portfolio. Start small with CECL FIT at the basic tier and you can grow into a larger tier, if you need to later. Learn more about our [CECL FIT solution](#).

## ECONOMY & RATES

Rates As Of: 07/11/2022 05:42AM (GMT-0700)

Treasury	Yields	MTD Chg	YTD Chg
3M	1.98	0.26	1.92
6M	2.68	0.17	2.49
1Y	2.90	0.12	2.52
2Y	3.06	0.10	2.32
5Y	3.08	0.04	1.82
10Y	3.04	0.02	1.52
30Y	3.21	0.03	1.31
FF Market	FF Disc	IORB	
1.58	1.75	1.65	
SOFR	Prime	QBER	
1.53	4.75	1.57	

*Copyright 2021 PCBB. Information contained herein is based on sources we believe to be reliable, but its accuracy is not guaranteed. Customers should rely on their own outside counsel or accounting firm to address specific circumstances. This document cannot be reproduced or redistributed outside of your institution without the written consent of PCBB.*