

# 2021 Year-End Marketing Impact Summary

**FIRST BANK**

# Revenue Generation and Acquisition Drivers

# Website

We've had a **2.5% increase in unique page views** so far this year, with a **35% increase in time on site** over 2020.

**New to the bank customers** generated through the site from web forms:



**101**  
**Checking  
Accounts**



**18**  
**Loans**



**32**  
**Credit  
Cards**



“I was so excited to tell you about the results of the lead you sent over on Monday. The customer and I were able to connect the very same day and he chose First Bank out of other banks that he was shopping to do his home equity line even though what we offered product wise was comparable. The customer is affluent and is a Vice President for Trident Beverage. He also has some ownership in the company. He was approved for a home equity line for \$374K and also qualifies for Private Banking. Our Private Banking Regional Manager, Mary Thacker, is going to reach out to him today. The customer is planning to move his entire banking relationship over from BOA. He said that he reached out to First Bank because his parents banked here and he had fond memories of how they were treated. I immediately connected with Patrick and we established great rapport from the very beginning. I just wanted you to know that your work really does help us in the branches to achieve results.”

**Zinnia Hamm**

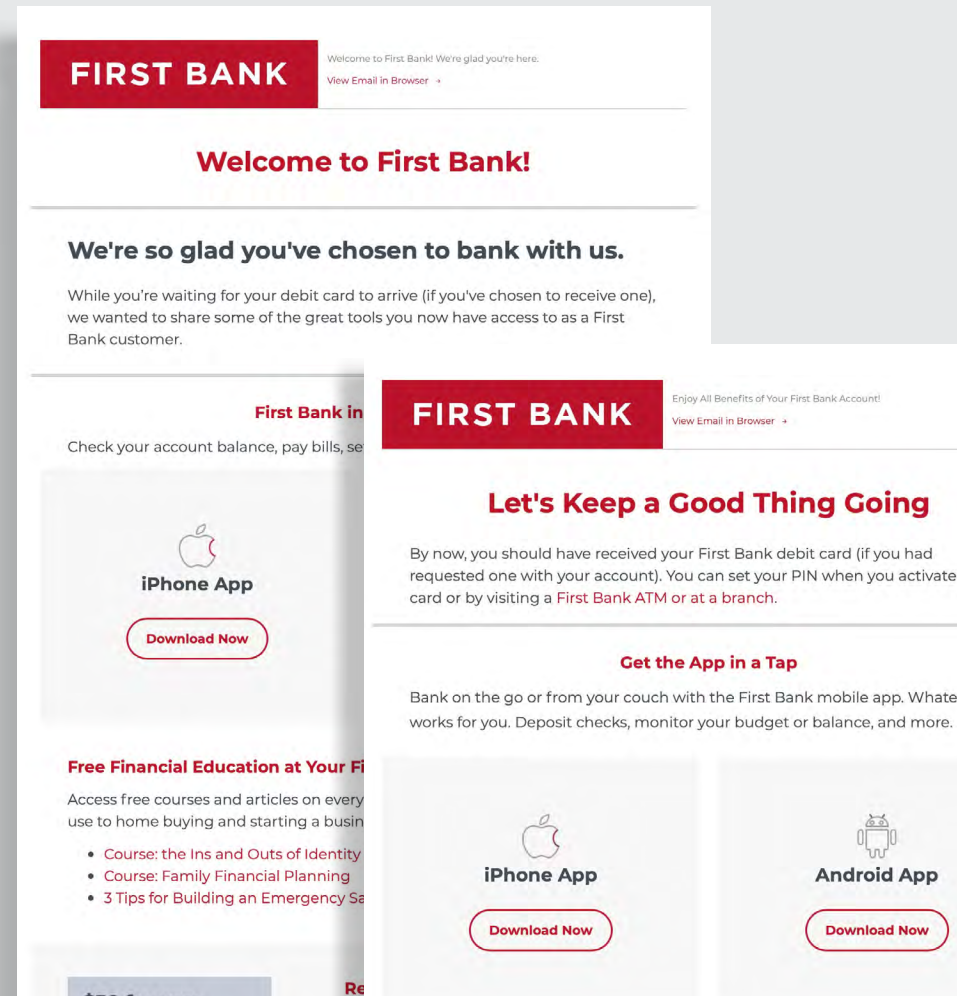
*VP, Cary Branch Manager*



## Revenue Generation and Acquisition Drivers

# Targeted and Timely Email Marketing

We can now send onboarding emails to new customers at the **2-day, 2-week, and 2-month marks**. These include a mix of information about the benefits of their accounts, as well as helpful reminders to sign up for services like rewards, cell phone protection (when applicable), and the First Bank mobile app.



## NOTABLE NUMBERS

### Business Messaging Performance

Total delivered: **9,014**

Average open rate: **107%**

Average click through rate: **15%**

### Retail Messaging Performance

Total delivered: **22,362**

Average open rate: **87%**

Average click through rate: **13%**


Referral links in these emails resulted in 3 new customer accounts opened.

# Branch and Line of Business Support

# In-Branch Campaigns


**Make your move.**  
Expand your possibilities with flexible financing and low rates from First Bank.

[Explore Your Options](#)



**Cook up a fresh new plan.**  
Find flexible financing options and low rates to suit your taste.

[Leverage Your Home's Equity](#)



**Make a splash this spring with flexible financing and low rates.**

Dive Into the Possibilities >



**Grow with us.**  
For this summer's harvest, harvest tomato seeds. [localfirstbank.com/business](http://localfirstbank.com/business)



**Choose Cloud 9**

Enjoy 9 months of an introductory 0% APR\* on purchases and balance transfers with no hidden fees. Plus, rewards for what you love.

Apply with us today, online or in branch.  
Offer ends December 31.



Competitive variable APR currently between 12.15% and 22.15% thereafter.

**FIRST BANK**

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**DIAL UP**

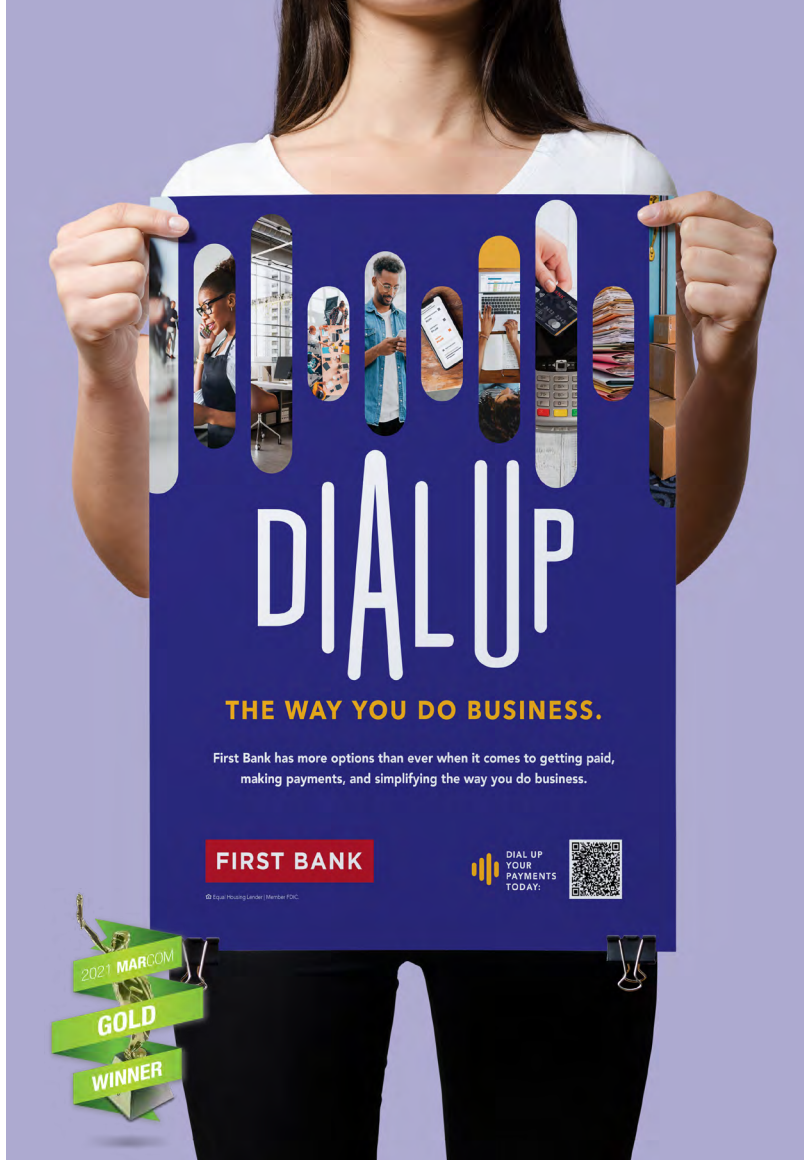
THE WAY YOU DO BUSINESS.

First Bank has more options than ever when it comes to getting paid, making payments, and simplifying the way you do business.

**FIRST BANK**

© Equal Housing Lender Member FDIC

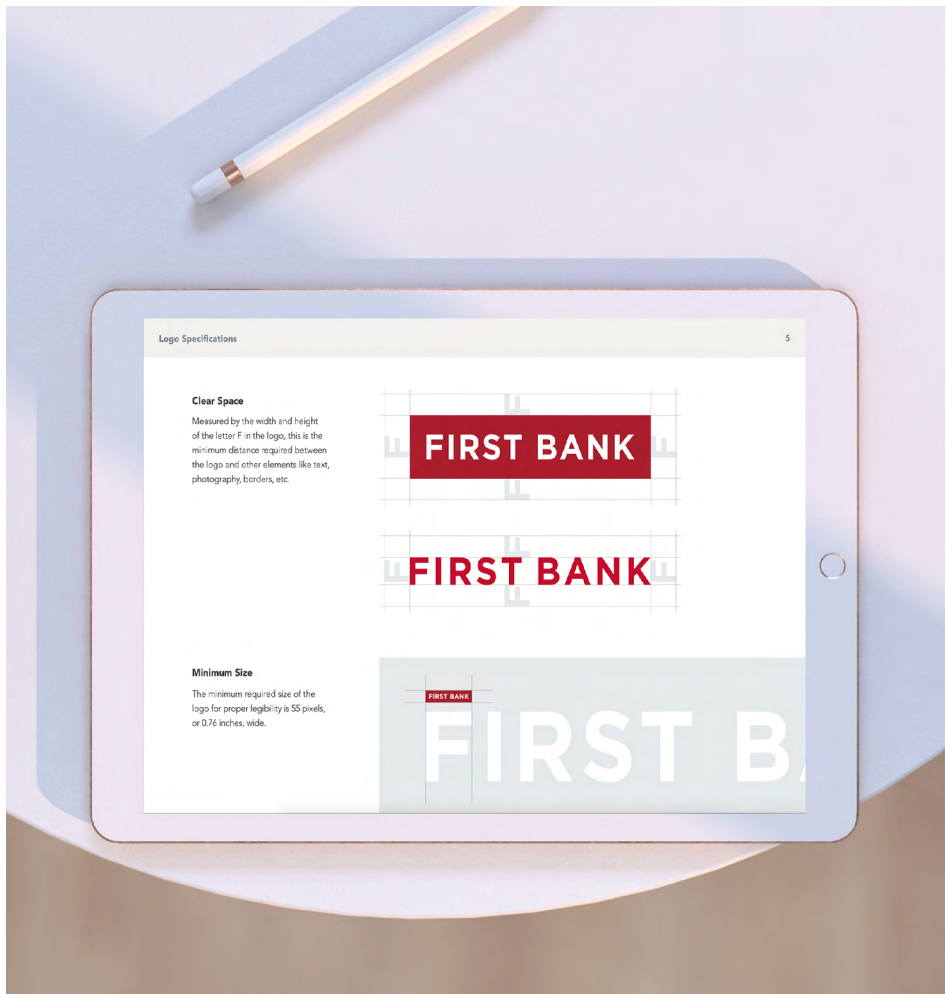
DIAL UP YOUR PAYMENTS TODAY.



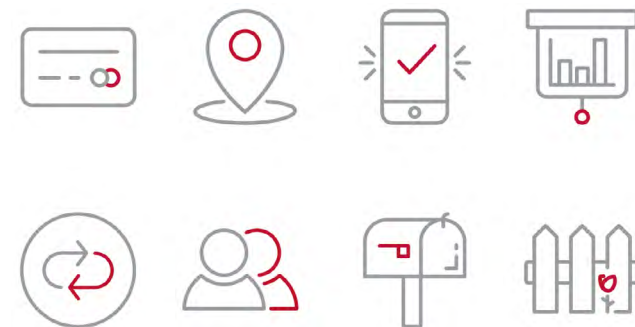
2017 MARCOM GOLD WINNER

# Brand Building

In support of the bank's overall drive toward consistency, we launched a comprehensive print and web brand guide and built a branding page on the website.



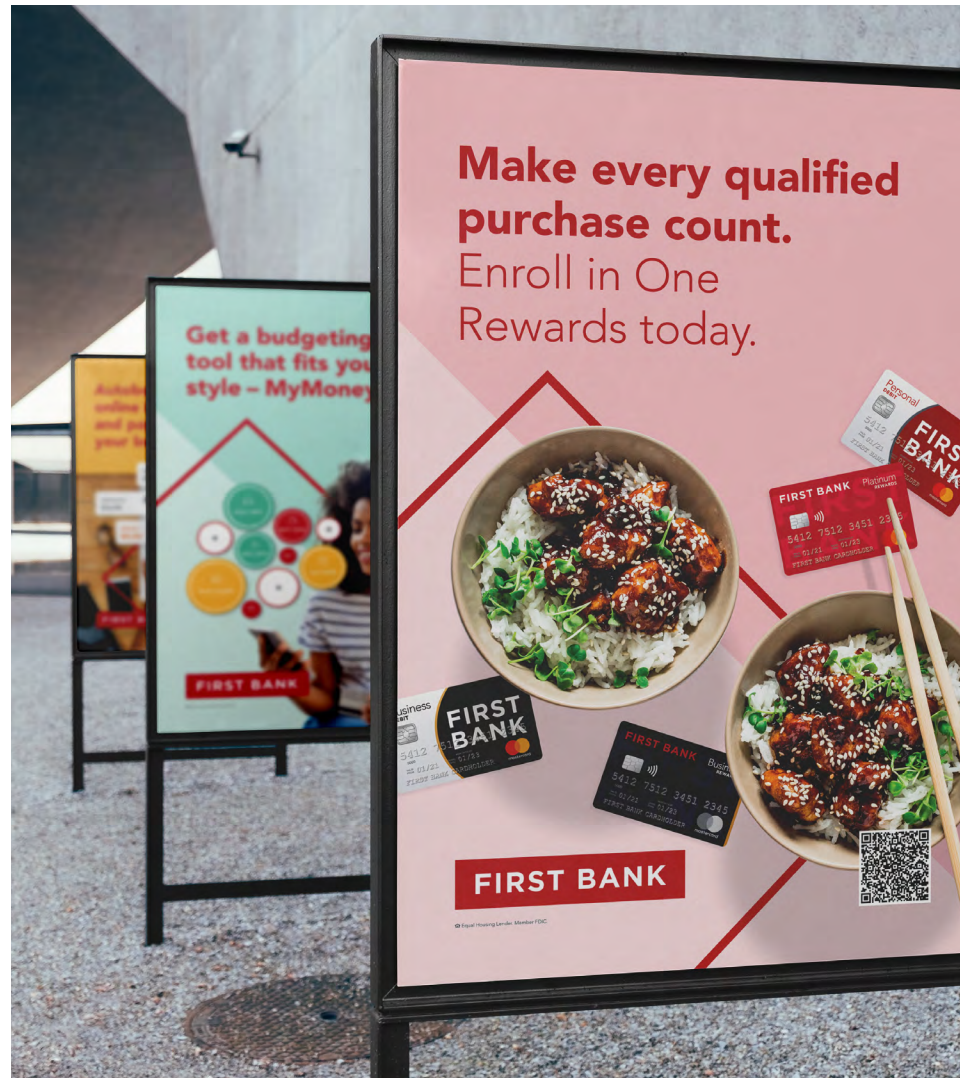
<b>Personal</b> PMS 2459C & 2459U C64 M2 Y46 K1 R86 G176 B147	<b>Business</b> PMS 4008C & 3514U C0 M31 Y97 K0 R244 G175 B35	<b>Mortgage</b> PMS 7688C & 7461U C70 M30 Y0 K0 R68 G149 B209	<b>Insurance</b> PMS 2081C & 3559U C50 M70 Y0 K0 R141 G100 B170	<b>Wealth</b> PMS 2118C & 280U C100 M100 Y8 K5 R46 G46 B131
PMS 7724C & 340U C80 M20 Y65 K3 R41 G149 B119	PMS 2012C & 7408U C4 M40 Y100 K0 R240 G163 B31	PMS 7683C & 2145U C75 M35 Y0 K15 R47 G123 B179	PMS 668C & 3555U C55 M75 Y0 K15 R116 G78 B145	PMS 2118C & 280U C100 M100 Y12 K30 R35 G30 B102
PMS 572C & 7464U C33 M0 Y21 K0 R170 G219 B208	PMS 7507C & 1345U C0 M15 Y46 K0 R255 G217 B151	PMS 277C & 277U C32 M11 Y2 K0 R169 G202 B229	PMS 523C & 523U C18 M30 Y0 K0 R204 G179 B215	PMS 271C & 271U C39 M38 Y0 K0 R156 G153 B203
10% Tint PMS 2459C & 2459U C7 M0 Y3 K0 R234 G246 B245	20% Tint PMS 4008C & 3514U C0 M4 Y20 K0 R255 G241 B208	20% Tint PMS 7688C & 7461U C10 M3 Y0 K0 R225 G236 B248	15% Tint PMS 2081C & 3559U C5 M9 Y0 K0 R237 G229 B242	15% Tint PMS 2118C & 280U C10 M9 Y0 K0 R224 G224 B241





# In-Branch Materials

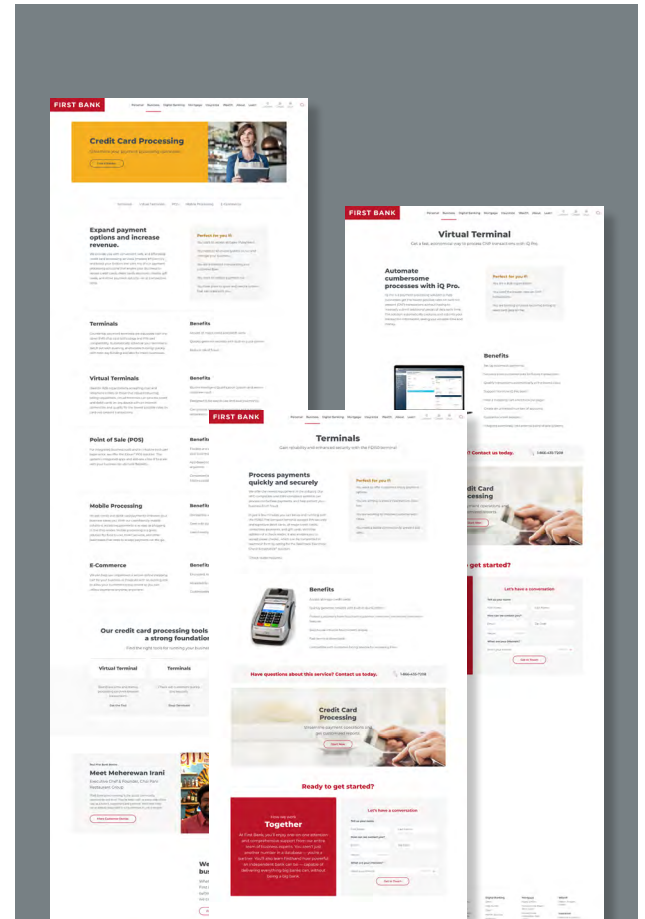
Updated the in-branch posters and added Spanish versions of our product guides.



# New Product Launches

Facilitated and promoted new product launches.

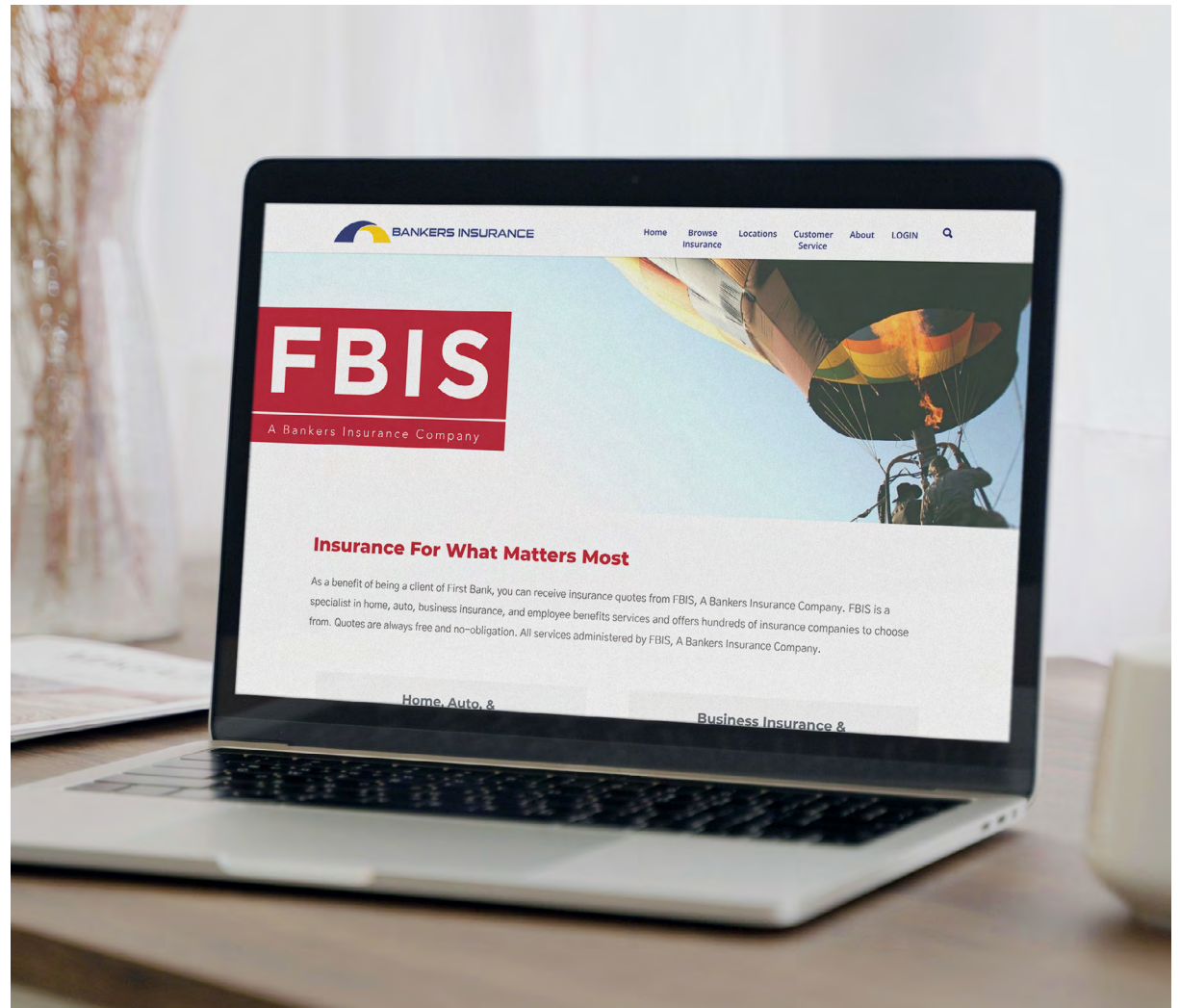
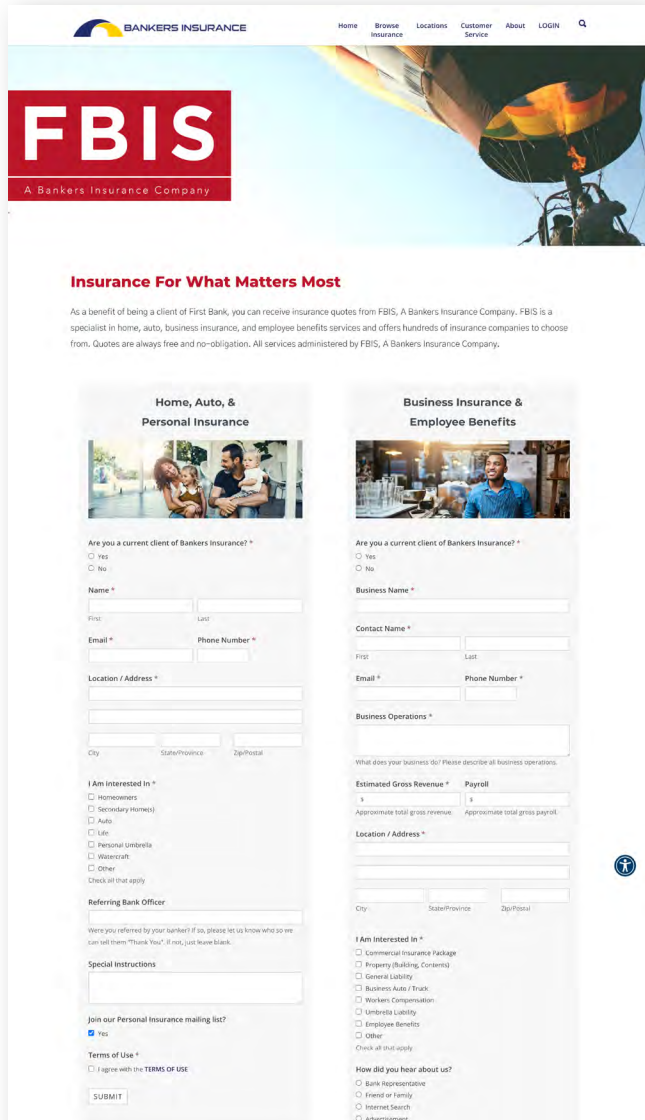
Supported Treasury Services move to BASYS and CBIZ.





# FBIS Changes

Led the transition of First Bank Insurance Services to FBIS.



# Advertising, Personalization & Design Requests

70 ads

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23 banners or signs

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21 event flyers

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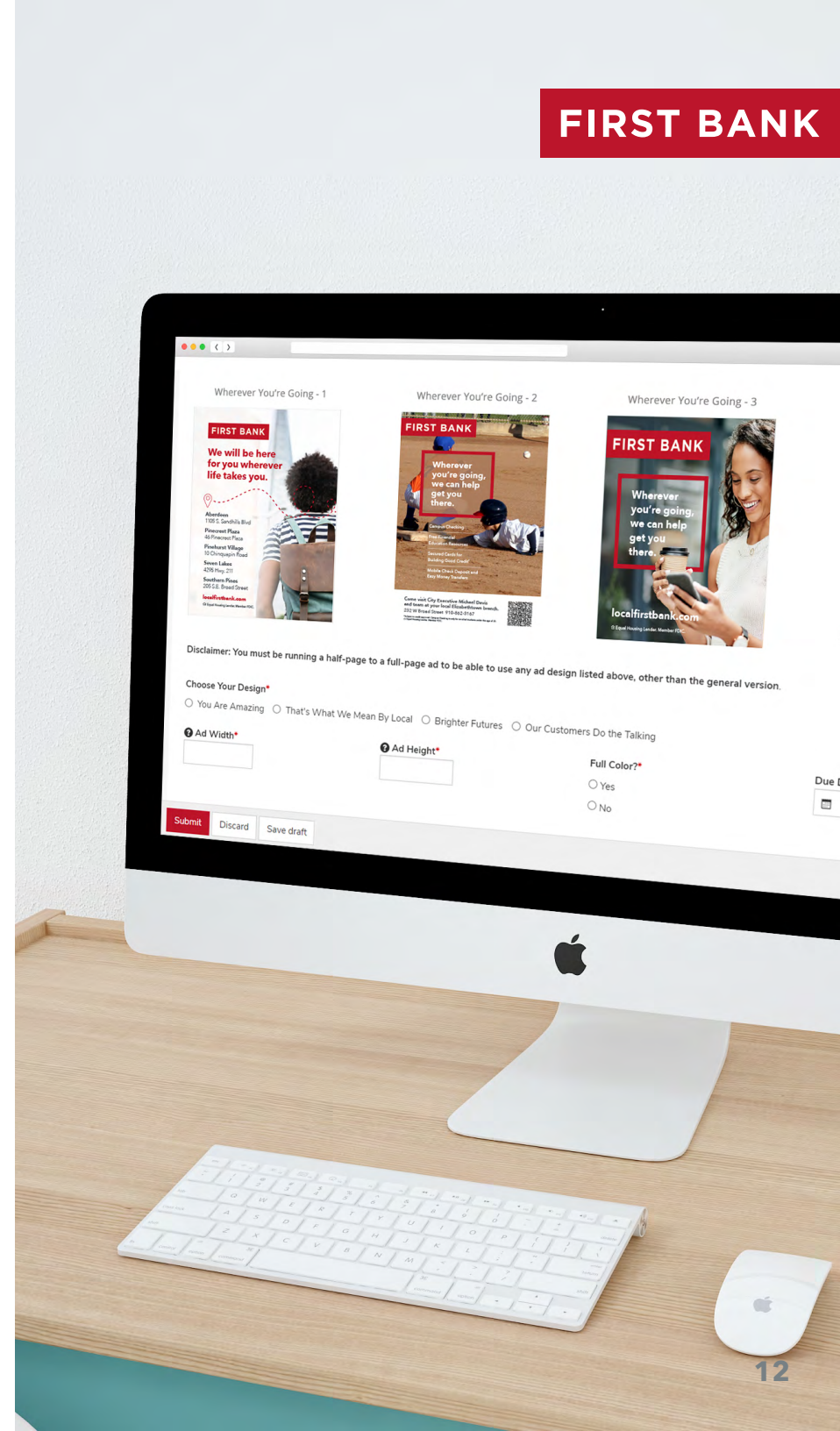
9 specialized logos

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23 mortgage/wealth team flyers,  
rack cards, and postcards

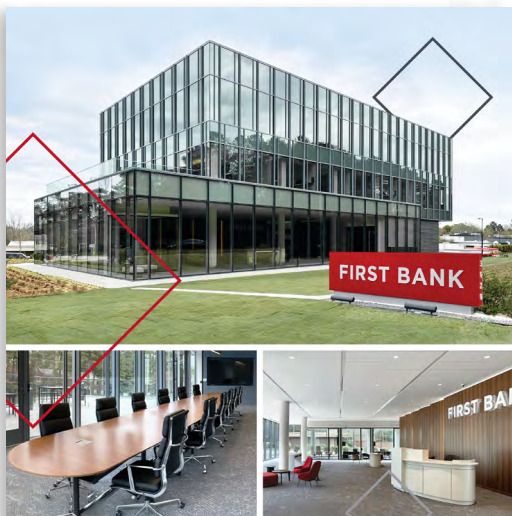
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6 postcards





# Advertising, Personalization & Design Requests



Let's build the Triangle together.

Since 1935, we've served the Carolinas. And now, we're proud to open our new regional headquarters in midtown Raleigh.

Expand your possibilities with flexible financing and low rates from First Bank.

- |                      |                      |
|----------------------|----------------------|
| Commercial Mortgages | SBA Loans            |
| Business Loans       | Business World Elite |
| Lines of Credit      | Rewards Mastercard   |

**FIRST BANK** Stop by to connect with a member of our business team today. 


3620 Six Forks Rd, Raleigh, NC | 919-803-4560

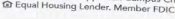
**FIRST BANK**

Wherever you're going, we can help get you there.

- Campus Checking
- Free Financial Education Resources
- Secured Cards for Building Good Credit<sup>SM</sup>
- Mobile Check Deposit and Easy Money Transfers

Come visit City Executive Michael Davis and team at your local Elizabethtown branch.  
232 W Broad Street 910-862-3167



\*Subject to credit approval. Campus Checking is only for enrolled students under the age of 25. 

**SPECIAL SECTION**

...where?" An example might be 7:00 a.m., or they

TRIAD BUSINESS JOURNAL

## A dearth no more: Team effort tackles lack of sites

BY AMY WARFIELD

DAVIDSON COUNTY INDUSTRIAL PARKS OPEN CAPACITY FOR AN SQUARE FEET OF DEVELOPMENT

Davidson County previously had only a "hodgepodge" of scattered small sites of 45 acres or less, according to Goodson, with a total area of about 100 acres. Now, the county has a new industrial park with a total area of 1,600 acres, with a total area of about 100 acres. The new park is located in the southeast corner of the county, near the intersection of I-85 and I-77. The new park is located in the southeast corner of the county, near the intersection of I-85 and I-77. The new park is located in the southeast corner of the county, near the intersection of I-85 and I-77.

For all combined employment sectors in Davidson County, the workforce is projected to grow by 15,215, with an annual growth rate of 0.21% for trade, transportation, utilities and all other service industries, according to the county's workforce study. The county's workforce study is the first of its kind in the county, and it provides a comprehensive look at the county's workforce. The county's workforce study is the first of its kind in the county, and it provides a comprehensive look at the county's workforce.

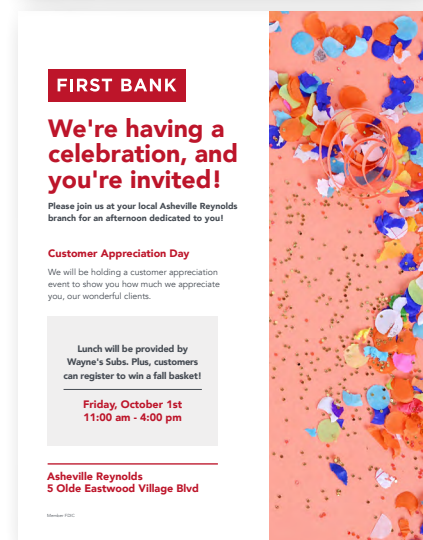
**FAST FACTS**

- 83.4% high school graduation rate for Davidson County
- 26% Amount from the One North Carolina Fund
- 4% pre-COVID-19 unemployment rate
- 20.3% Percentage of the workforce that is in the manufacturing sector prior to COVID-19

**Intersection of Front and Brown**

A ready workforce is one thing. Having places to work is another. Developing advanced manufacturing workers only to export them to other states is a challenge. To help address the void, the city of Lexington and Front Street joined forces to pursue...

# Advertising, Personalization & Design Requests



# Digital Highlights



# Social Media

Across channels, we've seen a **14% lift in engagement**, and we've added **more than 1,000 new followers**.

We have **12% total net audience growth**, with **more than 10,900 followers** across Facebook, LinkedIn, Twitter, and Instagram.

**5,519**  
followers



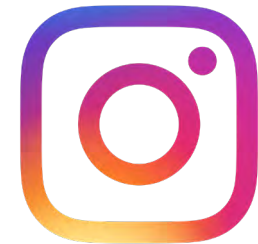
**2,938**  
followers



**1,501**  
followers



**953**  
followers



## Digital Highlights

# Branch Listings and SEO

Our branch location discoverability remains very strong. Impressions are up **30% via search** and **37% via map results**. This translates to our locations being **seen more than 9 million times**.

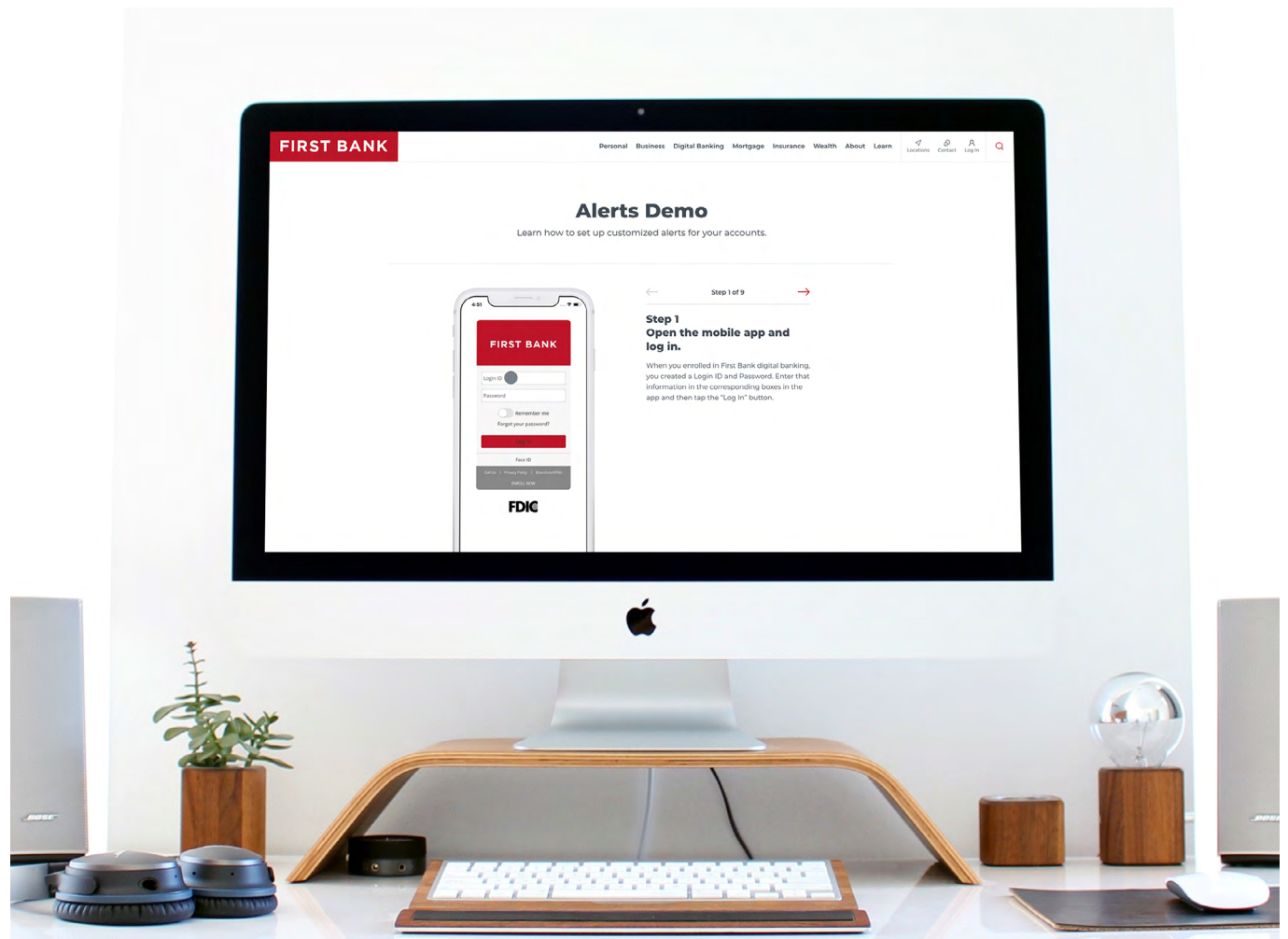
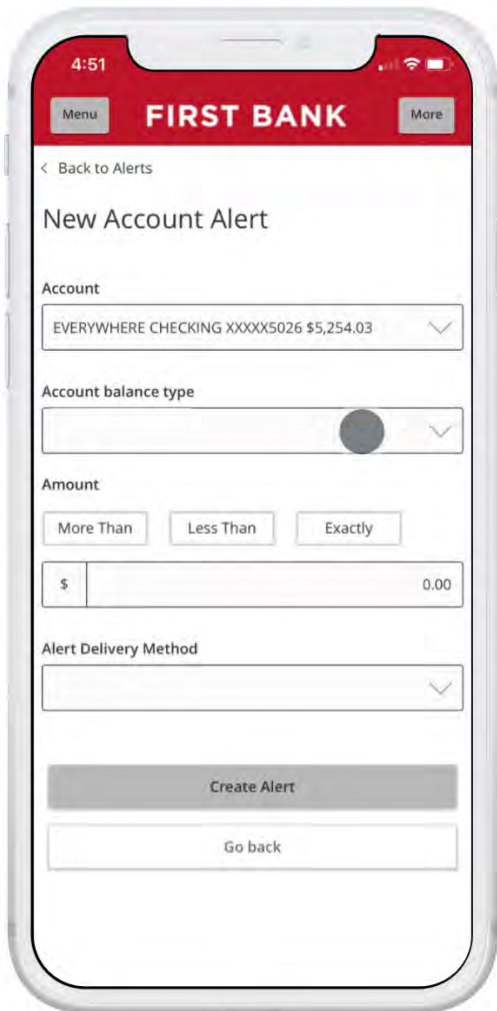
First Bank ranks in the **top 3 on Google** for more than **1,500 keywords** (and the top page of results for roughly 3,600 keywords), most of which are highly local (e.g., loans Asheville, NC).

FIRST BANK



# Digital Banking Demos

We created step-by-step digital banking demos for retail customers and will launch business versions in early 2022.





# Prime Day Cardholder Email

Our Prime Day email to debit and credit cardholders in June netted a **23% lift** in rewards program sign ups over the previous average each month.



# EverFi

EverFi provides financial education modules that are the backbone of the @Work program, featured in the Learn section of the website, and shared frequently through social media.

## NOTABLE NUMBERS

Overall usage of the platform **increased by 73%** in 2021.

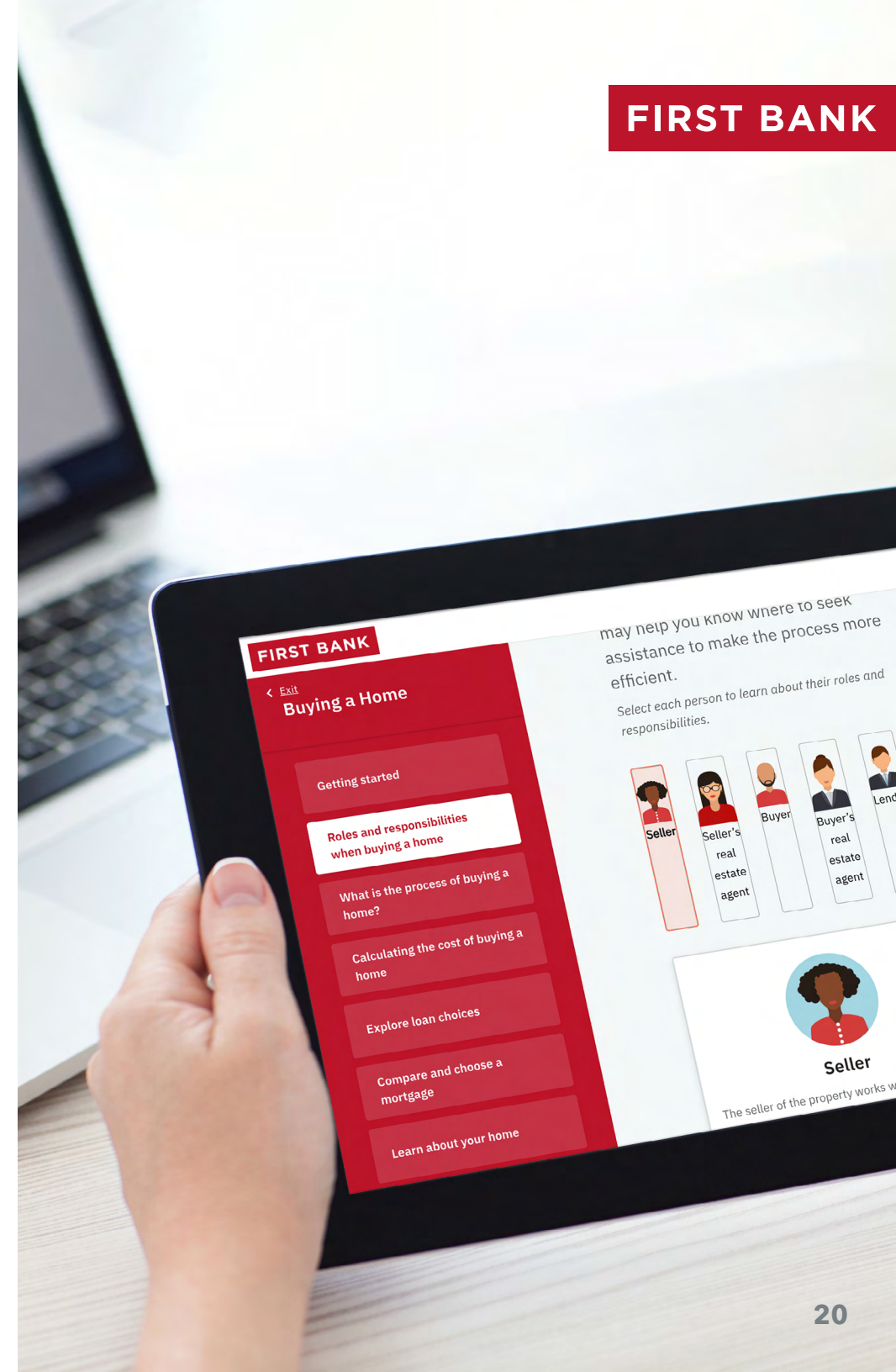
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We added a suite of **small business courses** to cater to business customers.

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## National Financial Literacy Bee

- Four \$1,000 scholarship winners
- Again, one of the top performers nationally with 1,082 lessons completed and 84 essays submitted





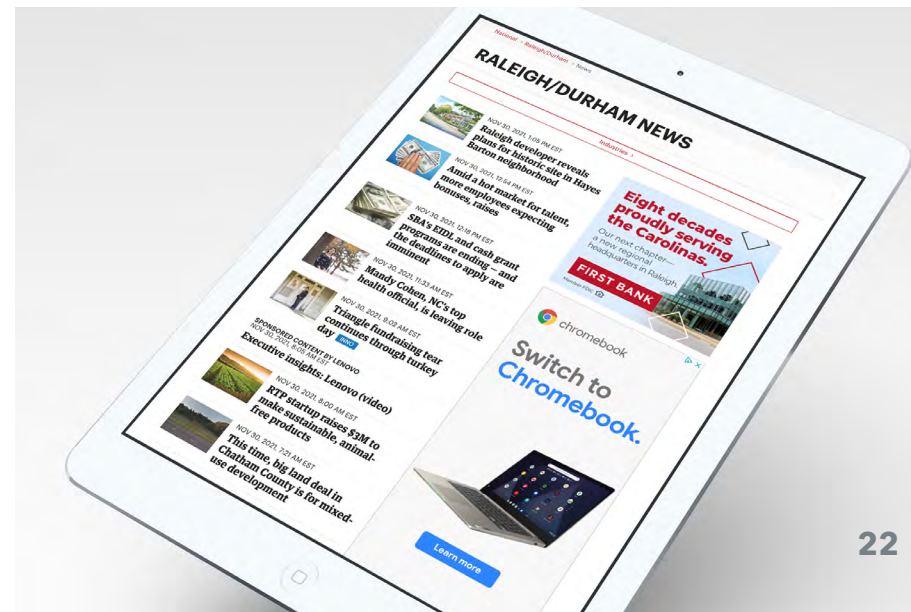
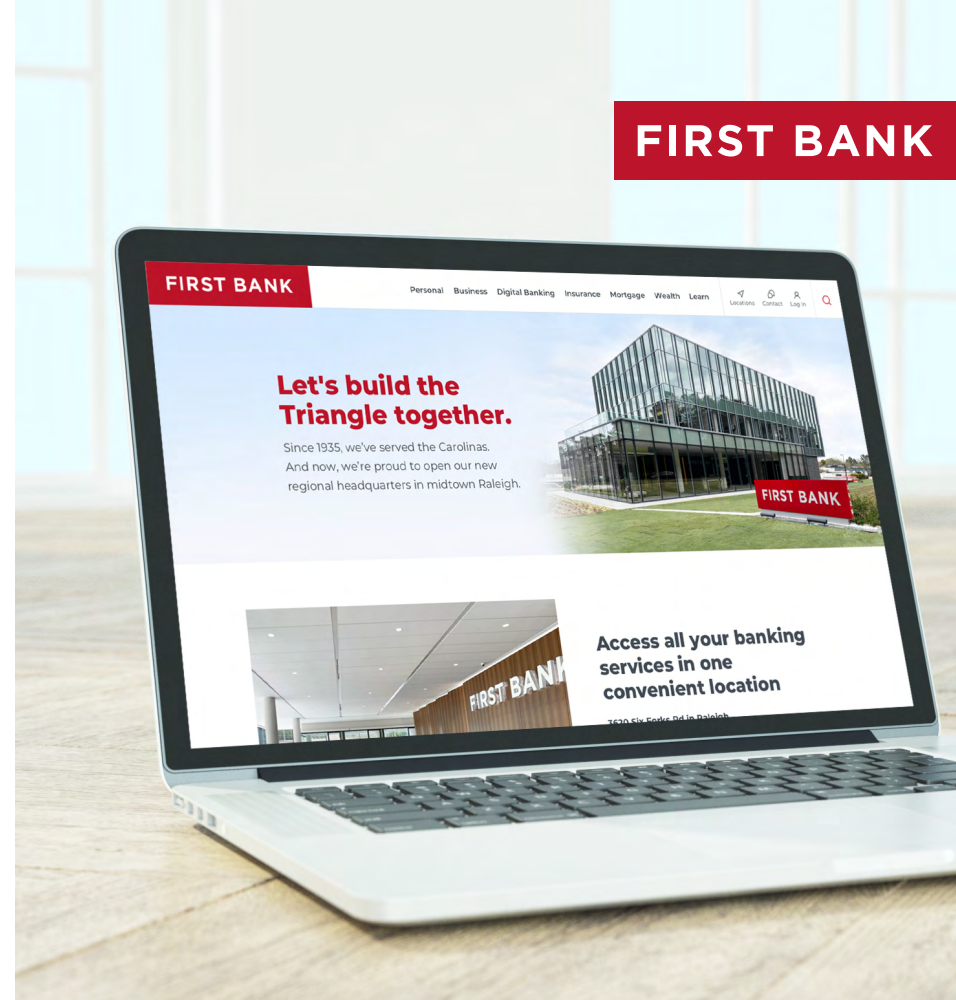
# Media and Advertising

# Raleigh Headquarters Opening

Advertising push across major outlets resulted in **nearly a million impressions** and drove **2,366 visitors to the campaign landing page.**

Highly targeted Google ad campaign focused on Wake County and business keywords drove **more than 7,700 impressions** and **2,000 visitors to the landing page.**

FIRST BANK



# Ad Campaigns

First Bank ran 10 ad campaigns within digital banking in 2021.

## NOTABLE NUMBERS

A February campaign contributed to a **59% increase in applications** for the Business Rewards card.

One in May led to a **115% increase in online credit card applications** for the Platinum Rewards card.


Another promoting mortgage options and refinancing (which ran concurrently with targeted email sends to that same customer group) saw a resulting **35 applications come through.**

### BUSINESS CREDIT CARD ADS

**0% introductory APR for the first 9 months, after which a variable 12.15-22.15% APR will apply.**

No annual fee. \$0 balance transfer fee.

\*Loans subject to credit approval.



**The cash flow tool you need.**


Local service and rewards included.

\*Loans subject to credit approval.



**The cash flow tool you need.**

Local service and rewards included.




### PERSONAL CREDIT CARD ADS

**Make the switch.**

\$0 balance transfer fee, local service, and rewards with every qualified purchase.

**Menu > Open a New Account > Apply for a Credit Card**


\*Loans subject to credit approval.



**Switch to the Platinum Rewards Mastercard.**


Menu > Open a New Account > Apply for a Credit Card

\*Loans subject to credit approval.



**Switch to the Platinum Rewards Mastercard.**

Menu > Open a New Account > Apply for a Credit Card



### REFINANCING ADS

**Looking to refinance?**

See how much you can save with our refinancing calculator.

**Calculate My Savings >**



**Looking to refinance?**

See how much you can save with our refinancing calculator.


**Calculate My Savings >**



**Looking to refinance?**

See how much you can save with our refinancing calculator.

**Calculate My Savings >**



# Positive Press

## NOTABLE NUMBERS

**Fifteen press releases** were published, resulting in roughly **61,550 public views**, **934 media views**, and **3,240 engagements** (this includes click-throughs, email shares, posts to social media, etc.).

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**Average total visibility index score of 53** (a score of above 50 indicates that the release is doing better than other releases in the same industry).

## Additional coverage included:

- Recognition of placement on Piper Sandler list (Triangle Business Journal, Oct. 29, 2021)
- Coverage of management team changes and growth (Triad Business Journal, Oct. 11, 2021)
- Profile of Mike Mayer (Business North Carolina, June 2021)
- Editorial on the ways First Bank supports Moore County (The Pilot, June 19, 2021)
- SNL highlight of First Bank's growth (June 9, 2021)
- Triangle impact of acquisition (Triangle Business Journal, June 2, 2021)
- Coverage of the Select Bank & Trust acquisition (across all three Business Journals, June 2021)
- Mike Mayer and Richard Moore included in the 2021 Power List (Business NC, May 2021)
- Coverage of Raleigh HQ grand opening (Triangle Business Journal, March 8, 2021)

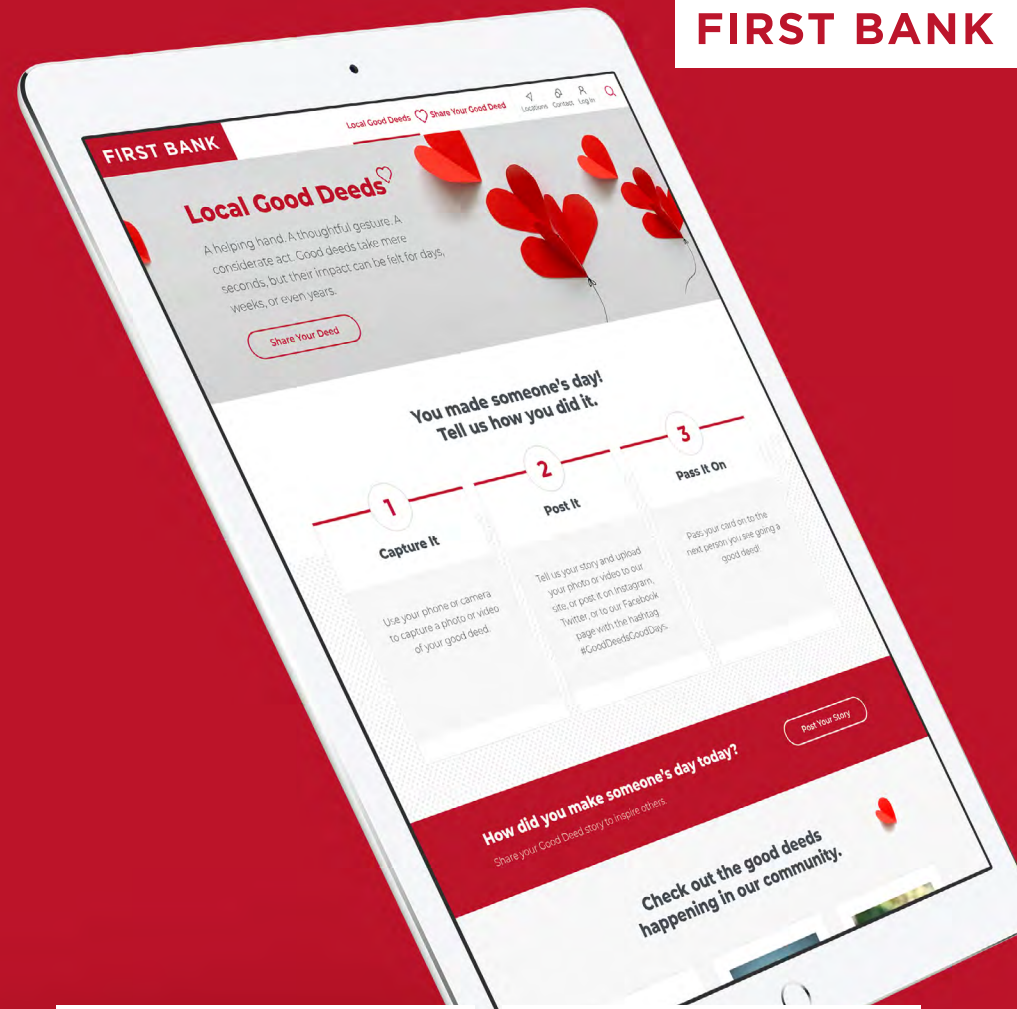
# **Social Responsibility and Community Investment**

# The Power of Good

In 2021, the bank launched its first-ever corporate social responsibility program: The Power of Good.

At its heart, The Power of Good aims to make a tangible, long-term difference in people's lives, to engage and energize associates and customers, to build upon the bank's reputation as a pillar of support in communities across the Carolinas, and to further frame and boost the bank's brand under the banner of social good.

The program has two parts: a day of good deeds, and a quarterly corporate donation match.



**2,319**

landing page views in a week

**200+ Stories**

of good deeds done by employees and community members



Media and Advertising

# Employee Donation Matching

Since its launch in April of 2021,  
First Bank has supported  
**89 nonprofits**, providing:

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**2,116** pounds of food to food pantries

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**\$23,512** from associates

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**463.5** hours of volunteer time

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**\$30,263** in corporate matches



# 2022 Big Projects



# Power of Good

Brand Campaign

Project Launch liftoff

Donation match and Good Deeds day continuing

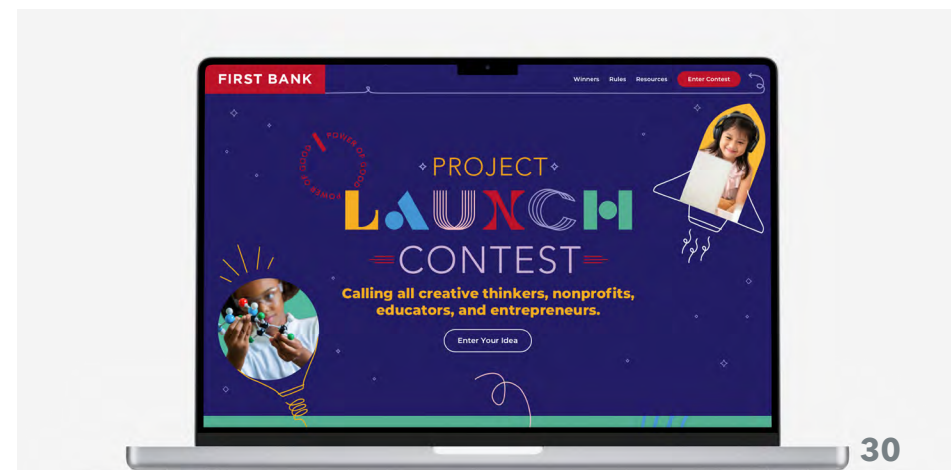
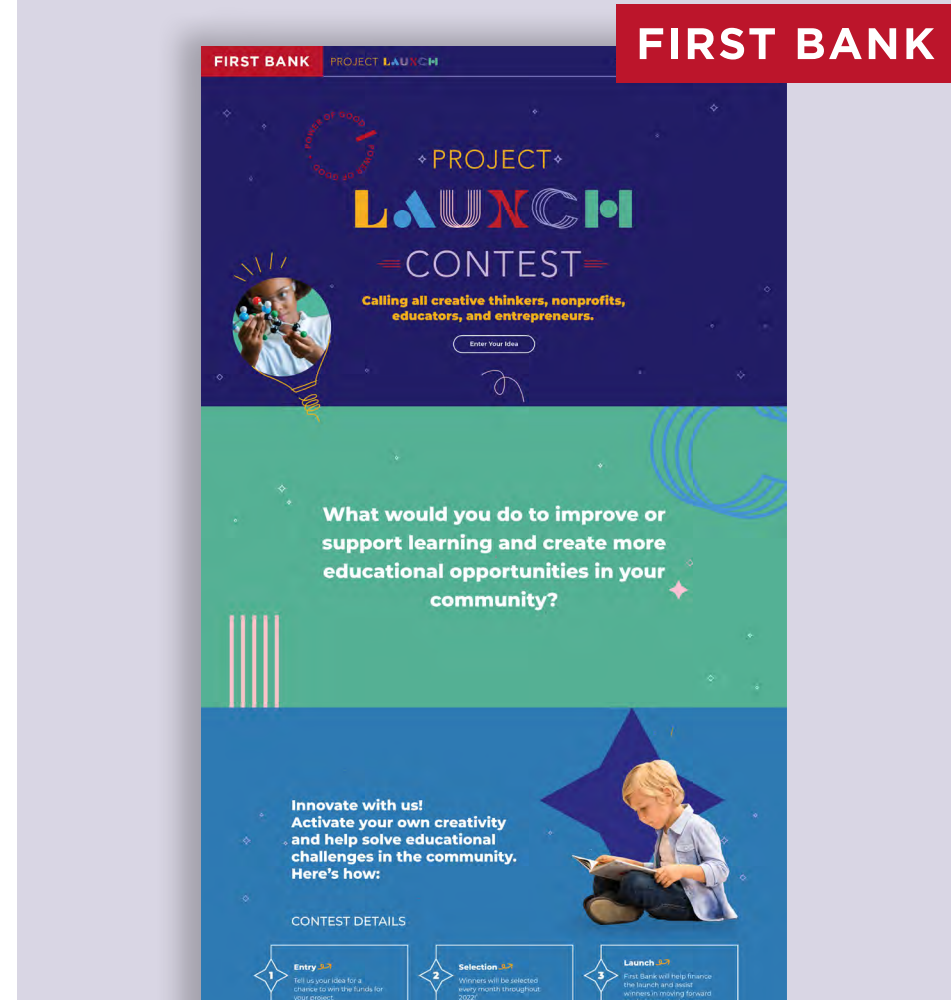


# Project Launch

Lifting off February 1, 2022, Project Launch is a multi-faceted campaign that involves a year-long contest that seeks answers to one crucial question: “What would you do to improve or support learning and create more educational opportunities in your community?”

In total, First Bank plans to **give away \$500,000** to improve or create new educational opportunities. Winners will be selected once a month and will receive funds to help get their education-focused projects launched. They will also work with a First Bank associate, who will provide mentorship, financial coaching, or an extra set of hands, as needed.

In addition to the contest, Project Launch includes the start of the Learning Lab, a new set of online financial education courses built for teens that focus on budgeting, investing, and saving. Later in the year, Project Launch will also encompass special awards for educators, key partnerships with local nonprofits, and more.

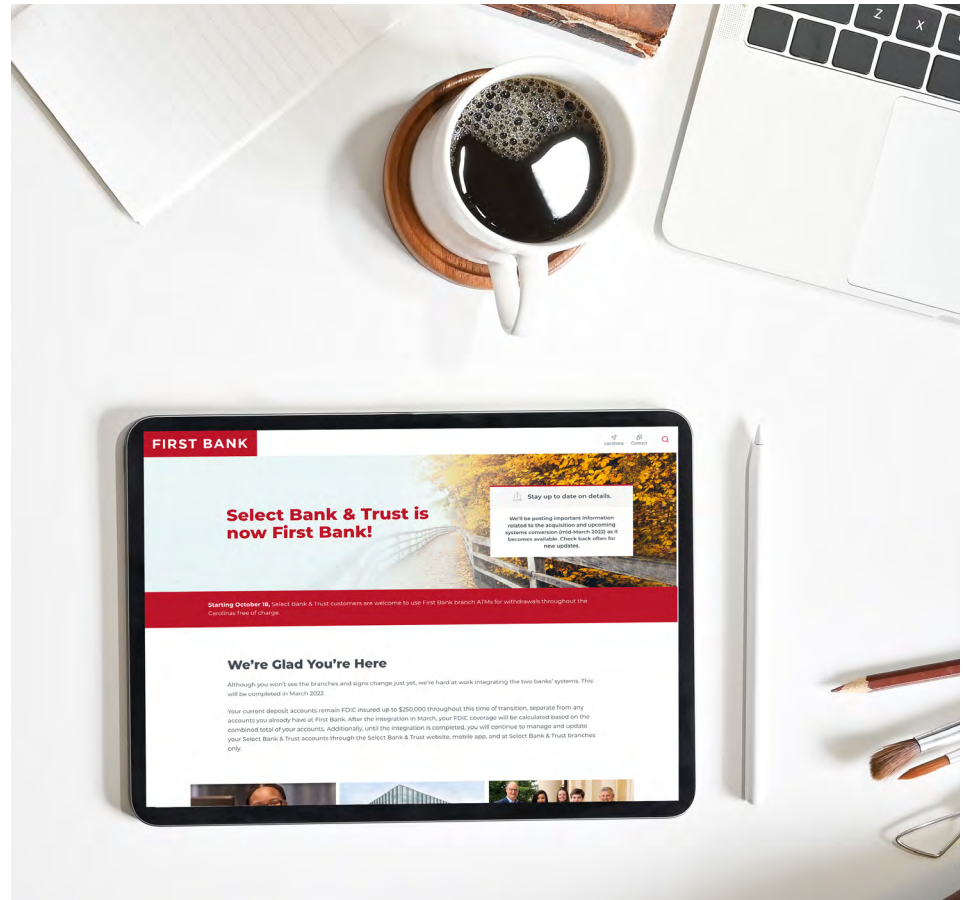
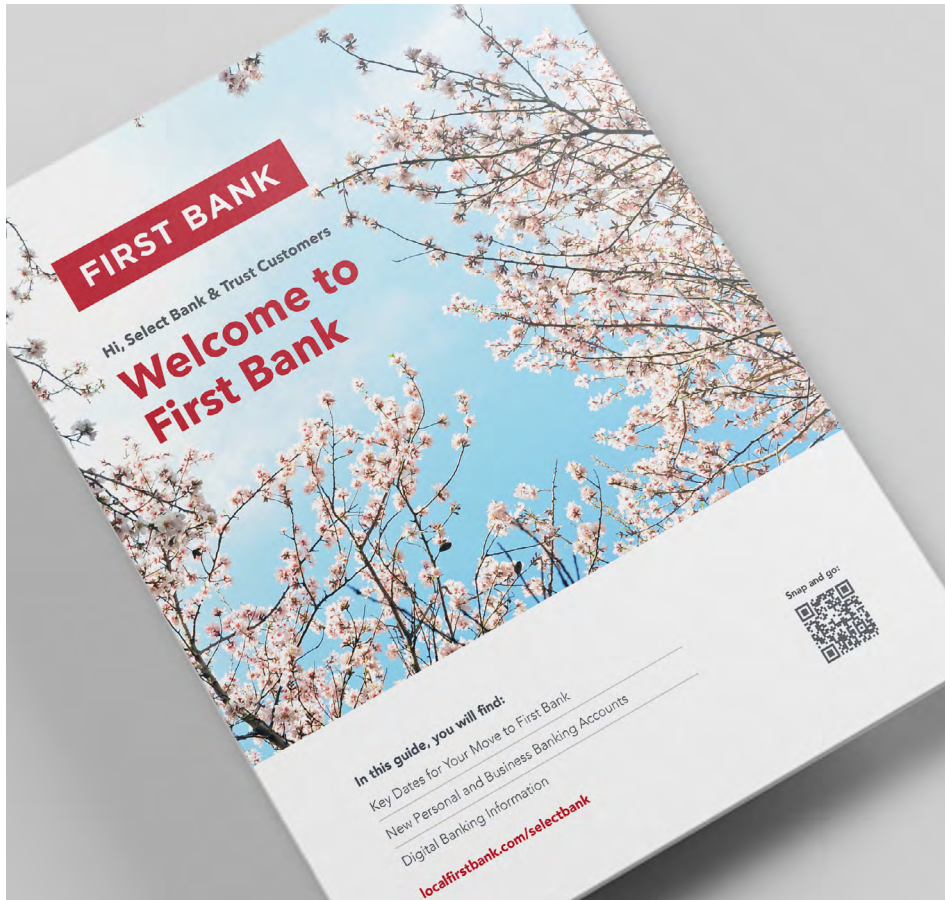




# Select Bank Transition

Select Bank welcome guide and landing page

Media campaign and homepage takeovers - coming soon



# Events and Sponsorships

2022 U.S. Women's Open, June 2-5 Pine Needles Lodge

Tanger Center for the Performing Arts, will be announced in early March





## 2022 Big Projects

# Additional Efforts

Increased public relations efforts with new tools and new team members

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New employee orientation and recruitment video

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Revamp of market change kit

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Continued emphasis on lending products through digital campaigns and targeted cross-sell emails to current customers



FIRST BANK

Save more with Mastercard Easy Savings.  
[View Email in Browser](#)

## Say Hello To Extra Saving

### The Swipe Just Got Sweeter

There's lots to love about your First Bank Business World Elite card, from rewards to local service. Plus, there are all those great [Mastercard benefits](#). And now there's another reason to use your card: Easy Savings.



### Introducing Easy Savings

All Business World Elite Mastercard holders will enjoy a little extra saving when buying or planning for your business. Easy Savings is an automatic rebate program, so you don't have to worry about any coupons or codes.

Simply use your Business World Elite card on qualifying purchases at any of the 45,000 participating merchants worldwide.

### Easy Savings Locations

Mastercard's Easy Savings Program makes saving simple. Save on travel, dining, and much more.

Earn 4% at participating hotels:

- Hampton

**FIRST BANK**

\*All data true as of February 2022