

# 2022 Year-End Marketing Impact Summary

**FIRST BANK**

# Revenue Generation and Acquisition Drivers

# Website

The website had roughly **7.4 million unique page views** with a **27% increase** in average time on page.

Total leads generated: **909** (nearly a **12%** conversion rate!)

Total leads converted to customers: **106** (of which **45** were new to the bank in 2022).



**186**  
**DDAs**



**45**  
**Loans**



**23**  
**Credit  
Cards**

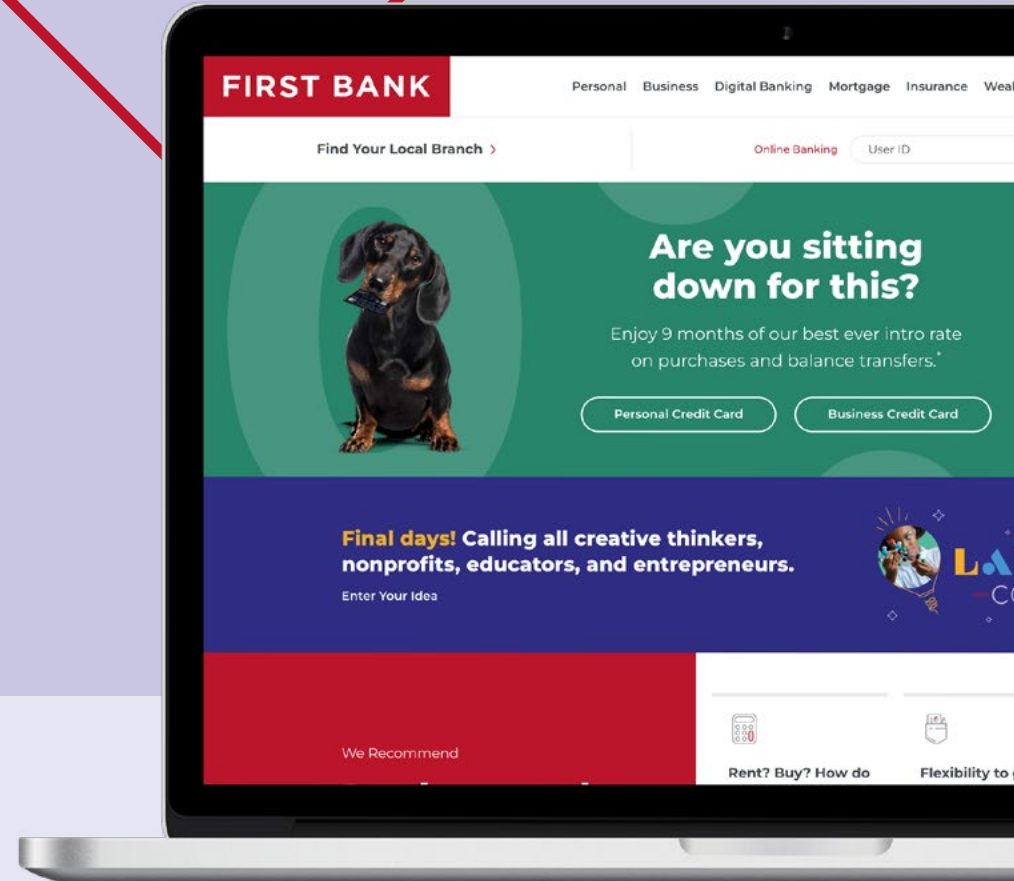


**4**  
**Mortgages**

# Finding Us Is Easy

First Bank's website currently ranks in the **top 3 for 412 keywords** and the **top 10 for 915 keywords**.

Location listings resulted in more than **11 million impressions** across networks, with a nearly **7% lift** in listing clicks (directions, phone calls, etc.).



# Perfect Combination: Email And Online Banking Ads

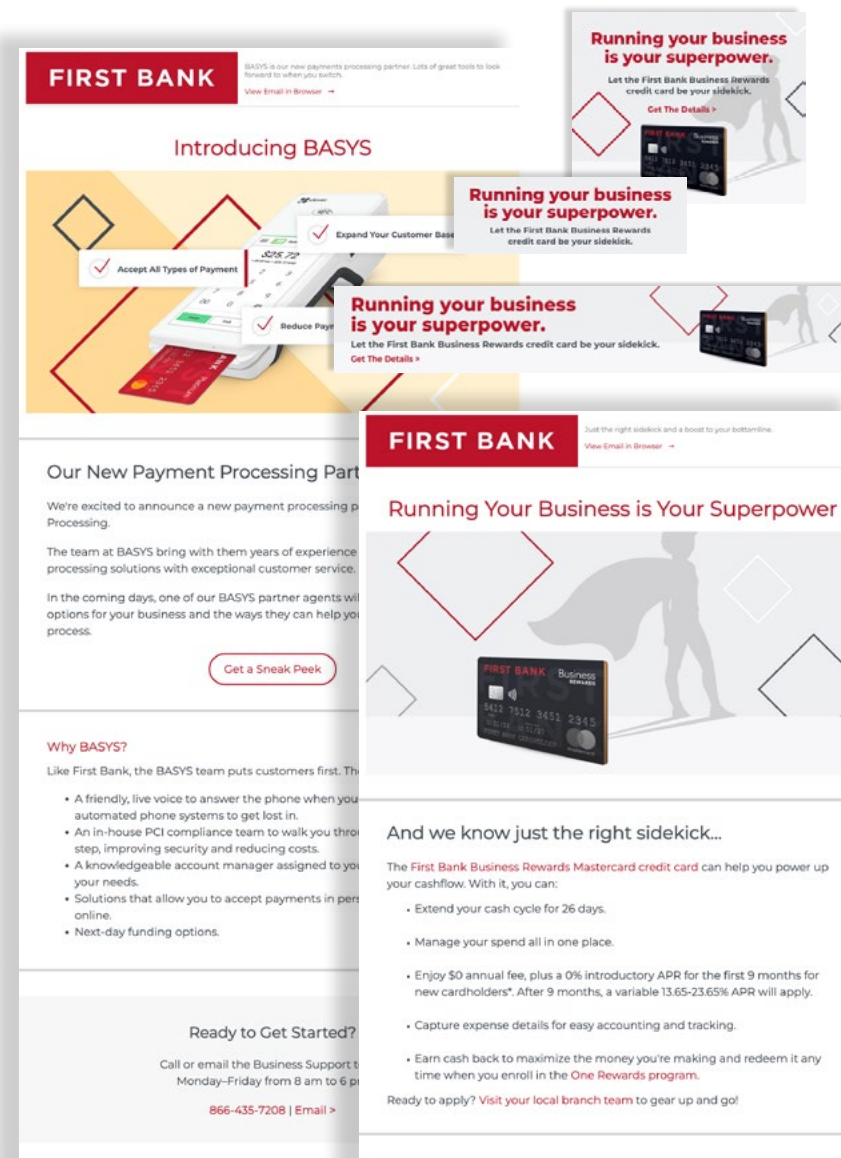
Well-timed and compelling emails, supported by ads within digital banking, continue to generate responses from our customers.

An emailed promo, paired with corresponding ads within digital banking, led to more than **160 online credit card applications**, which accounts for **43% of applications** that have come through that channel this year so far.

In support of the BASYS conversion, 2 emails sent to 3 different audiences helped **boost customer adoption by 13.5%**.

Digital banking ad platform on its own provided a lot of opportunity for awareness and adoption.

ReferLive digital banking campaign saw 247,750 impressions and resulted in 6 new accounts.



# PR & Social Media

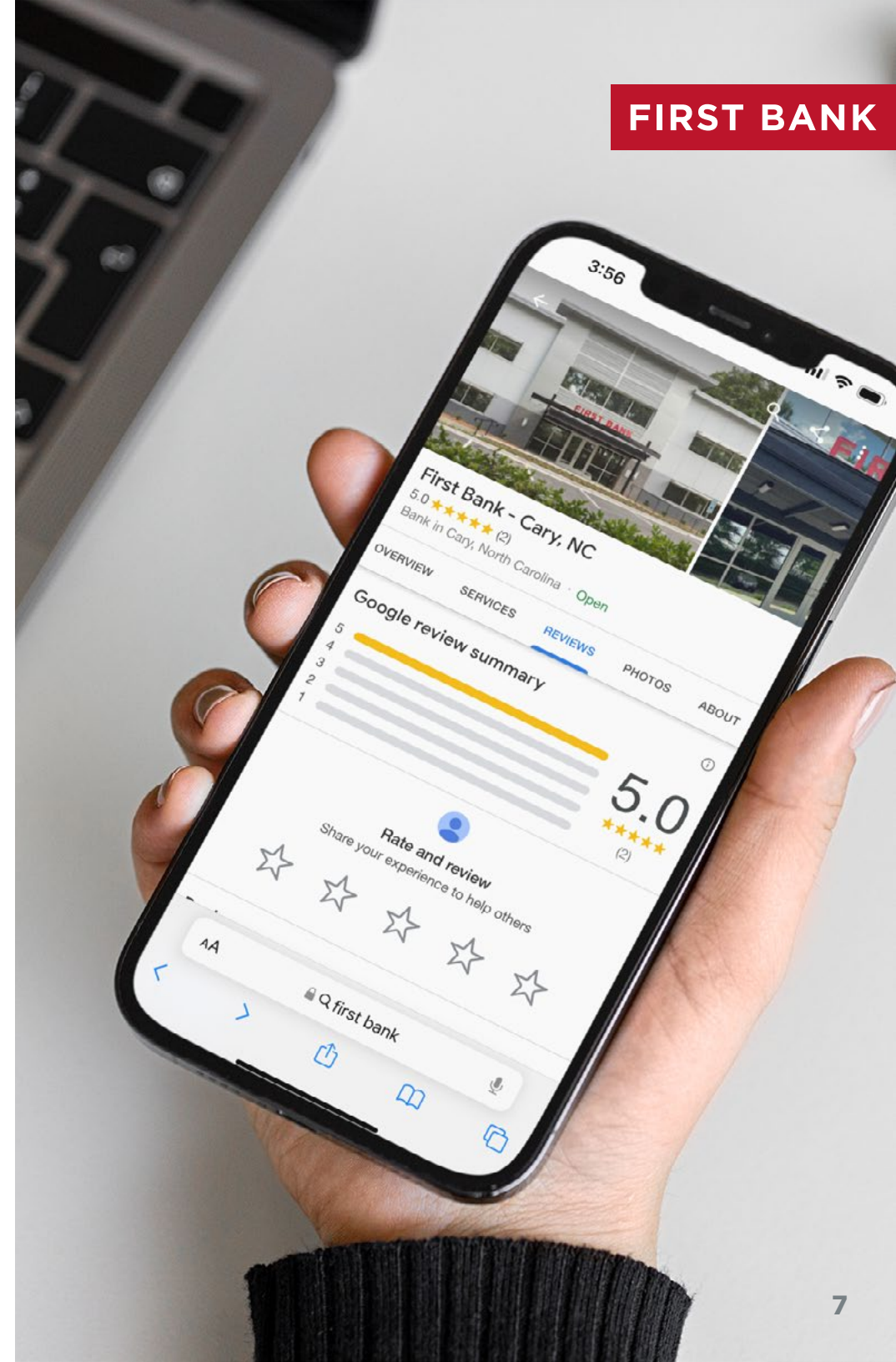
# Accolades

## Awards included:

- TBJ's Women in Business (March 2022)
- Triad Business Journal's Outstanding Women in Business (May 2022)
- TBJ's Corporate Philanthropy Awards (October 2022)
- Spirit of NC Award Winner by United Way of NC (2021, announced in 2022)
- 107 new Google reviews, of which 69% are 4 star and above

## Press Coverage:

- Roughly 460 mentions in publications including the various Business Journals, myfox8.com, The News & Observer, CBS 17
- The 17 press releases we published in 2022 had roughly 87,000 views



# Social Media

Across our social channels, we had more than **2.5 million impressions** on our posts (**an increase of 168% over 2021**), with an average of **4.3% engagement rate per impression**.\*

Added 1,869 followers, for a total audience of:

**5,860**  
followers



**3,793**  
followers



**1,152**  
followers



**1,124**  
followers



\* Per the 2022 Social Media Marketing Benchmarking Report by Influencer Marketing Hub, the average engagement rate for all post types is less than 1%



# Power of Good

# Power of Good Initiatives



## Good Deeds

**200+**  
entries

---

**3,300**  
visitors to the landing page



## Employee Donation Match

**82**  
nonprofits supported

---

**\$30,442**  
total donation amount



## Project Launch

**45**  
grant winners,  
totaling \$341,150

---

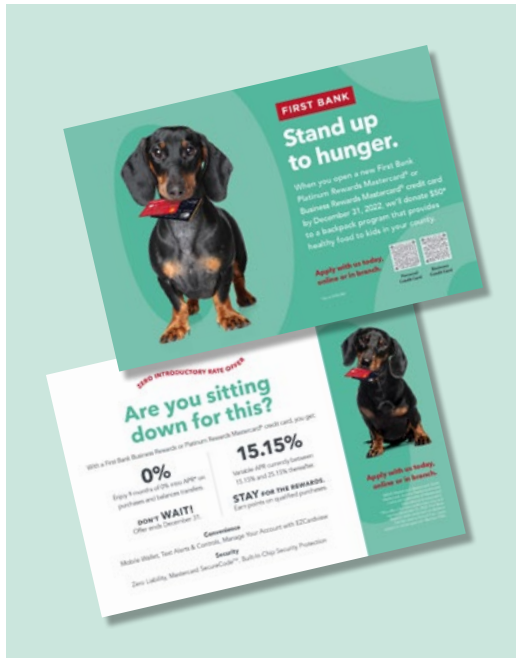
**10**  
Out Of This World  
Educator Award winners

---

**21**  
schools in which thousands  
of books were distributed  
through Book Club

# Branch and Line of Business Support

# In-Branch Campaigns



Branch and Line of Business Support

# Advertising, Personalization & Design Requests

91 ads

---

37 event flyers

---

18 requests to support the Mortgage  
or Wealth teams (not including  
Google ad campaigns)

---

14 banners or signs

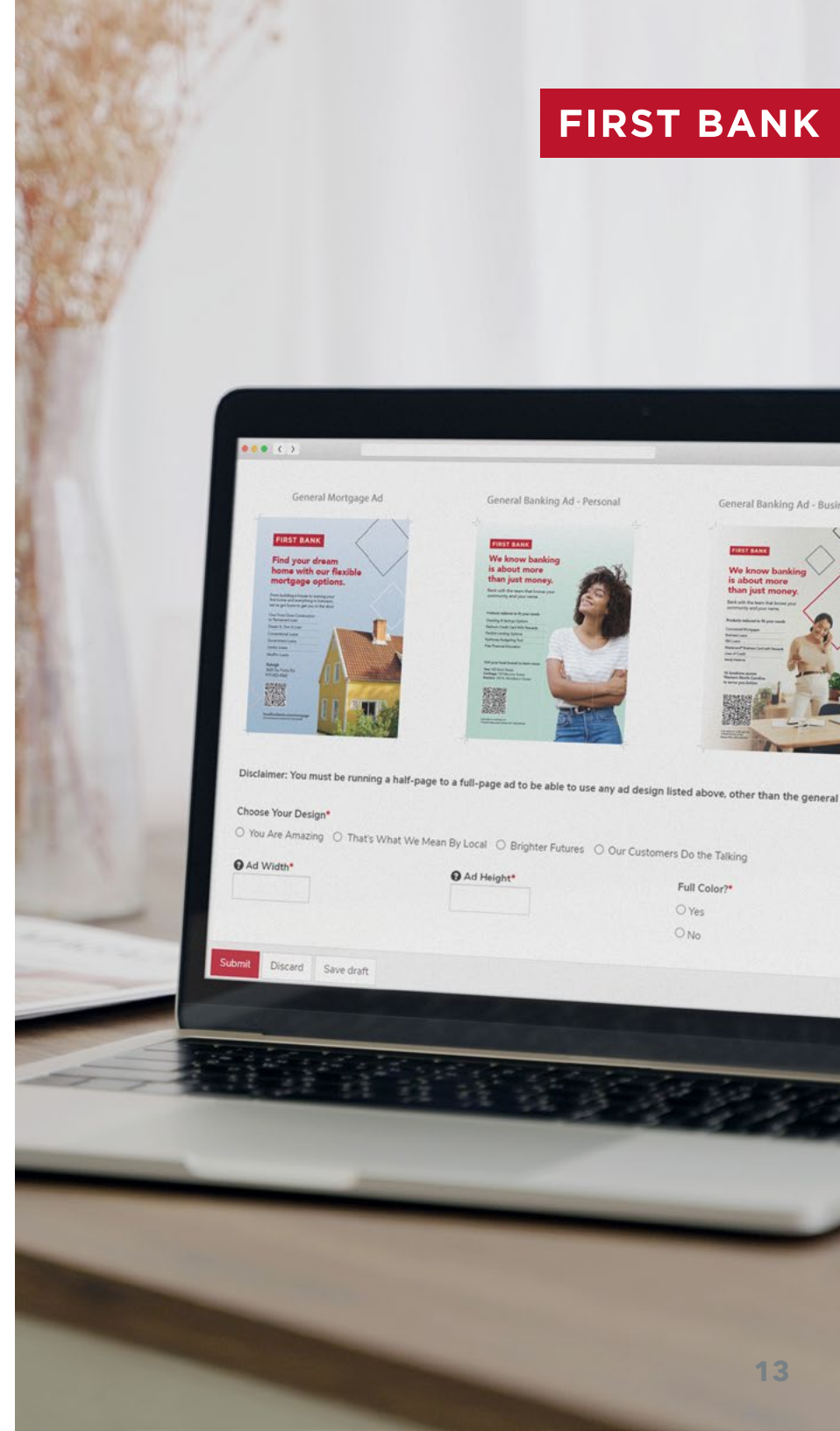
---

14 postcards

---

Dozens of logo requests and  
First@Work customized flyers

FIRST BANK



# Advertising, Personalization & Design Requests



**FIRST BANK**

**We know banking is about more than just money.**

Bank with the team that knows your community and your name.

**Products tailored to fit your needs**

- Checking Options
- Credit Card Processing
- Flexible Lending Options
- Payroll Services
- Autobooks: Invoicing & Payments
- Mastercard Business Card with Rewards

**13 locations across Western North Carolina to serve you better.**



Loans subject to credit approval. Equal Housing Lender. Member FDIC. NMLS #474204



**FIRST BANK**

**We know banking is about more than just money.**

Bank with the team that knows your community and your name.

- Checking & Savings Accounts
- Credit Cards with Rewards
- Personal & Business Loans
- Mobile App with Budgeting Tools
- Mortgage Options
- Free Financial Education

**Visit your local branch to learn more.**

**Dunn** 700 West Cumberland Street | 910-892-7030

Loans subject to credit approval. Equal Housing Lender. Member FDIC. NMLS #474204




Branch and Line of Business Support

# Advertising, Personalization & Design Requests

**FIRST BANK**

**We know banking is about more than just money.**

Bank with the team that knows your community and your name.

Checking & Savings Accounts      Mobile App with Budgeting Tools  
 Credit Cards with Rewards          Mortgage Options  
 Personal & Business Loans        Free Financial Education

Visit your local branch to learn more:

**Highlands** 473 Carolina Way | 828-526-3000  
**Franklin** 30 Hyatt Road | 828-524-1000  
**Sylva** 498 East Main Street | 828-586-1000

**Thank you for voting us Best Bank in the "Best of McDowell" contest.**

**Marion**  
 162 North Main Street | 828-652-3141

localfirstbank.com

**FIRST BANK**

**FIRST BANK**

**We know banking is about more than just money.**

Bank with the team that knows your community and your name.

**Products tailored to fit your needs**

Checking & Savings Options  
 Platinum Credit Card With Rewards  
 Flexible Lending Options  
 MyMoney Budgeting Tool  
 Free Financial Education

Visit your local Cheraw branch to learn more.

901 Chesterfield Hwy

Loans subject to credit approval.  
 Equal Housing Lender. Member FDIC. NMLS #216504

**SPECIAL SECTION**

...there?" An example  
 -90 a.m. 1

**TRIAL BUSINESS JOURNAL**

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

**WRITTEN BY ANDY WARFIELD**  
 andywarfield.com

DAVIDSON COUNTY INDUSTRIAL PARKS OPEN CAPACITY FOR AN ADDITIONAL 100,000 SQUARE FEET OF DEVELOPMENT

Davidson County has a long history of industrial success. In the early 1970s, the county began to attract major manufacturers, and by the late 1980s, it was one of the fastest-growing counties in the South. Today, Davidson County is a major industrial hub, with a diverse mix of manufacturing and service industries. The county's success is largely due to its strategic location, excellent infrastructure, and a highly skilled workforce.

However, in recent years, the county has faced a significant challenge: a shortage of available industrial sites. This has led to a bottleneck in the manufacturing sector, with many companies struggling to find suitable locations for expansion or new facilities. The situation is particularly acute in the Charlotte area, where the demand for industrial space is high and the competition for sites is fierce.

But now, a team effort is underway to address this issue. A coalition of local government, industry, and community organizations has formed to identify and develop new industrial sites. The goal is to increase the county's industrial capacity by 100,000 square feet, providing a significant boost to the manufacturing sector and creating new jobs for the local workforce.

The team has identified several key areas for development, including the conversion of underutilized commercial buildings into industrial space and the construction of new, modern facilities. They have also established a streamlined permitting process to reduce the time and cost associated with site development. By working together, the team is confident that they can overcome the current challenges and position Davidson County as a premier industrial location for the future.

**FAST FACTS**

- 83.4% high school graduation rate for Davidson County
- 74% Annual from the One North Carolina Fund
- 4% Job Child unemployment
- 20.3% Percentage of the workforce that is in the manufacturing sector prior to COVID-19

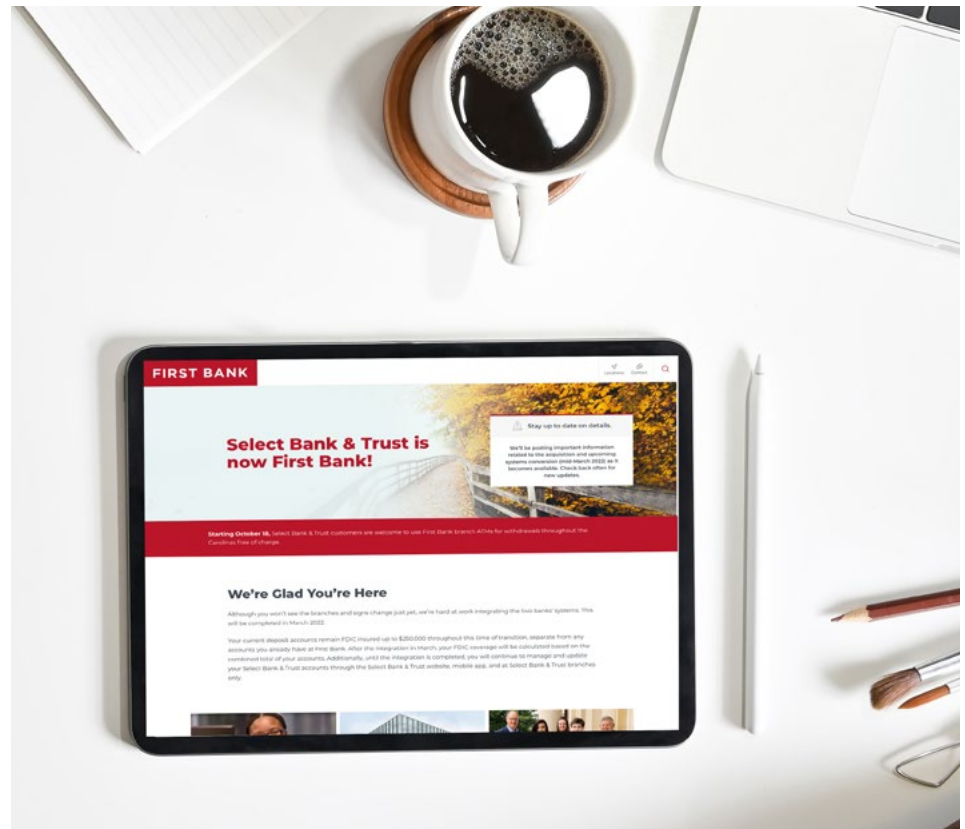
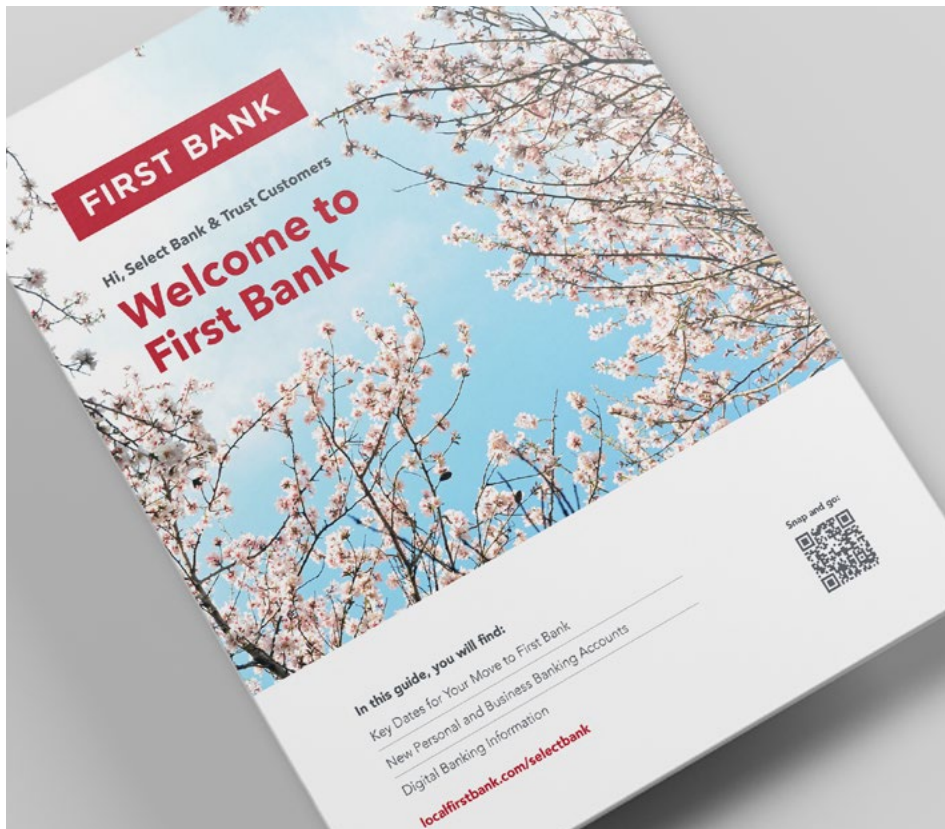
**Intersection of Front and Brown**

A ready workforce is one thing. Finding places to work is another. Developing advanced manufacturing workers only to export them to other parts of the country is not a sustainable employment strategy. It's time to focus on creating jobs that are truly local.

To help address the void, the city of Lexington and Front Street joined forces to pursue a...

# Select Bank Acquisition

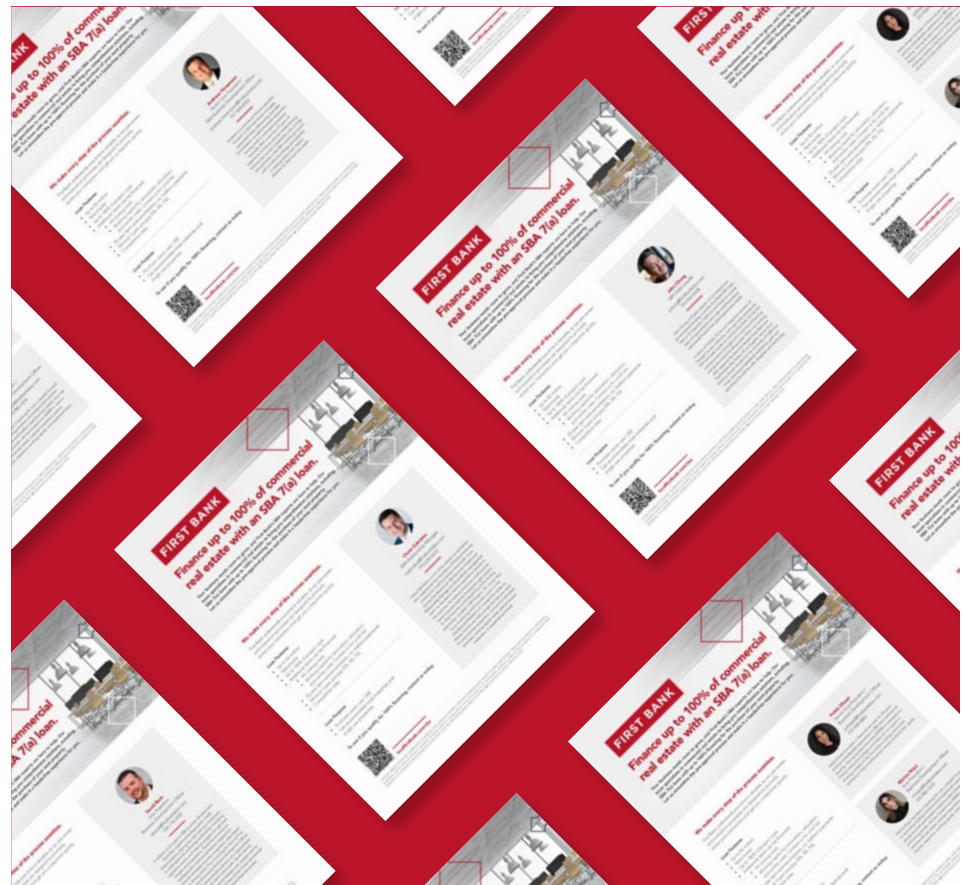
In March, we acquired Select Bank and Trust, **adding 11 locations** to our branch/ATM network throughout North and South Carolina. The acquisition **increased our total assets to \$10.6 billion** and solidified our position as the leading community bank headquartered in North Carolina.





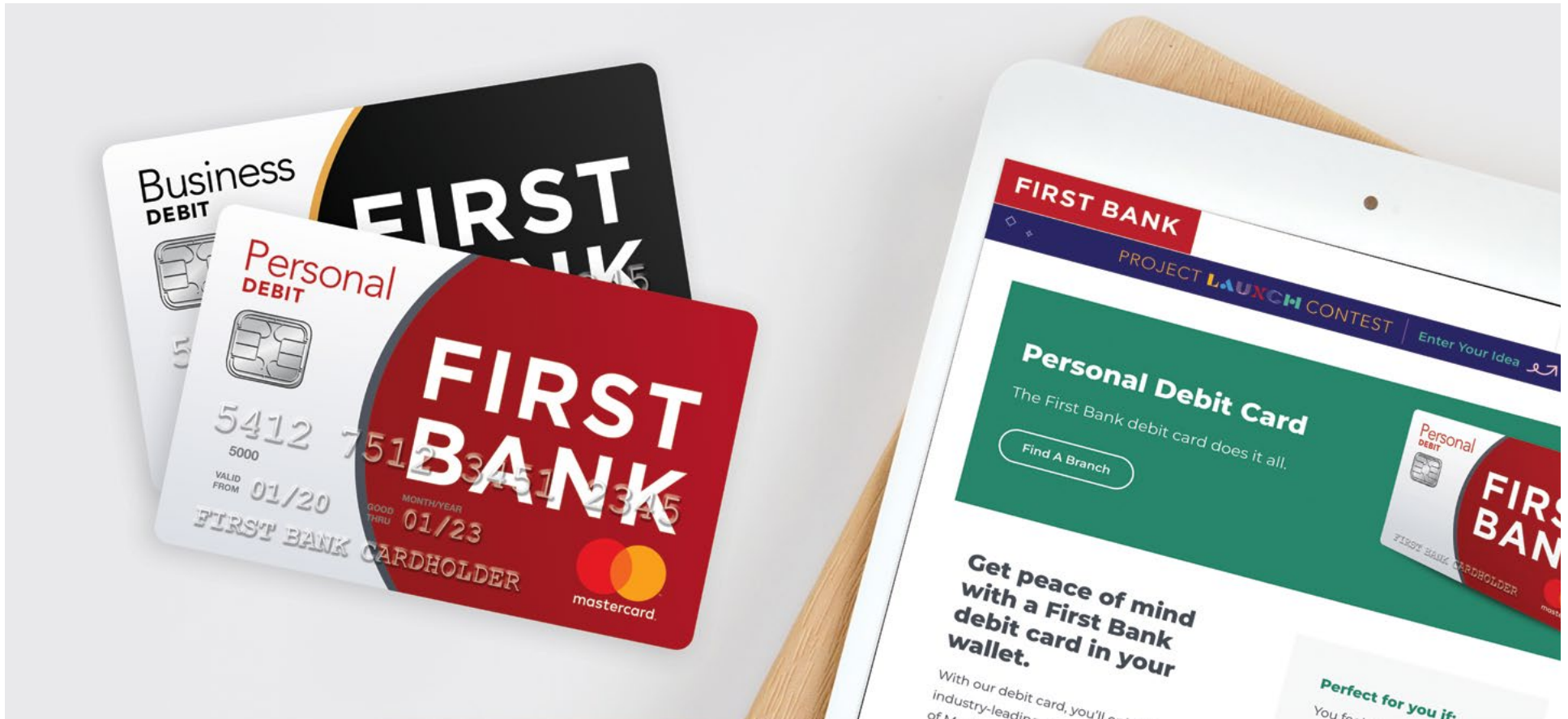
# SBA Move To First Bank Brand

The SBA Lending Team is now aligned with the First Bank brand. Having a single, unified brand to represent all our lending products clarifies our offering to the market and better represents the wide range of financing vehicles we offer.



# Debit Card Rewards Removal

We **removed the rewards benefit** from First Bank debit cards. Rewards are still available for First Bank Platinum Rewards Mastercard® and Mastercard® Business Card with Rewards cardholders.



# More Capacity and Transparency in 2023

More Capacity and Consistency in 2023

FIRST BANK

# 2023 Initiatives

Power of Good goal to give away \$1,000,000

---

The Marketing team is growing to better support the bank and its divisions and subsidiaries

---

Two key roles added: Content Marketing & Acquisition Manager and a Marketing Analyst

---

GrandSouth Bank acquisition

---

CarBucks Floorplan rebrand and launch of new website

---

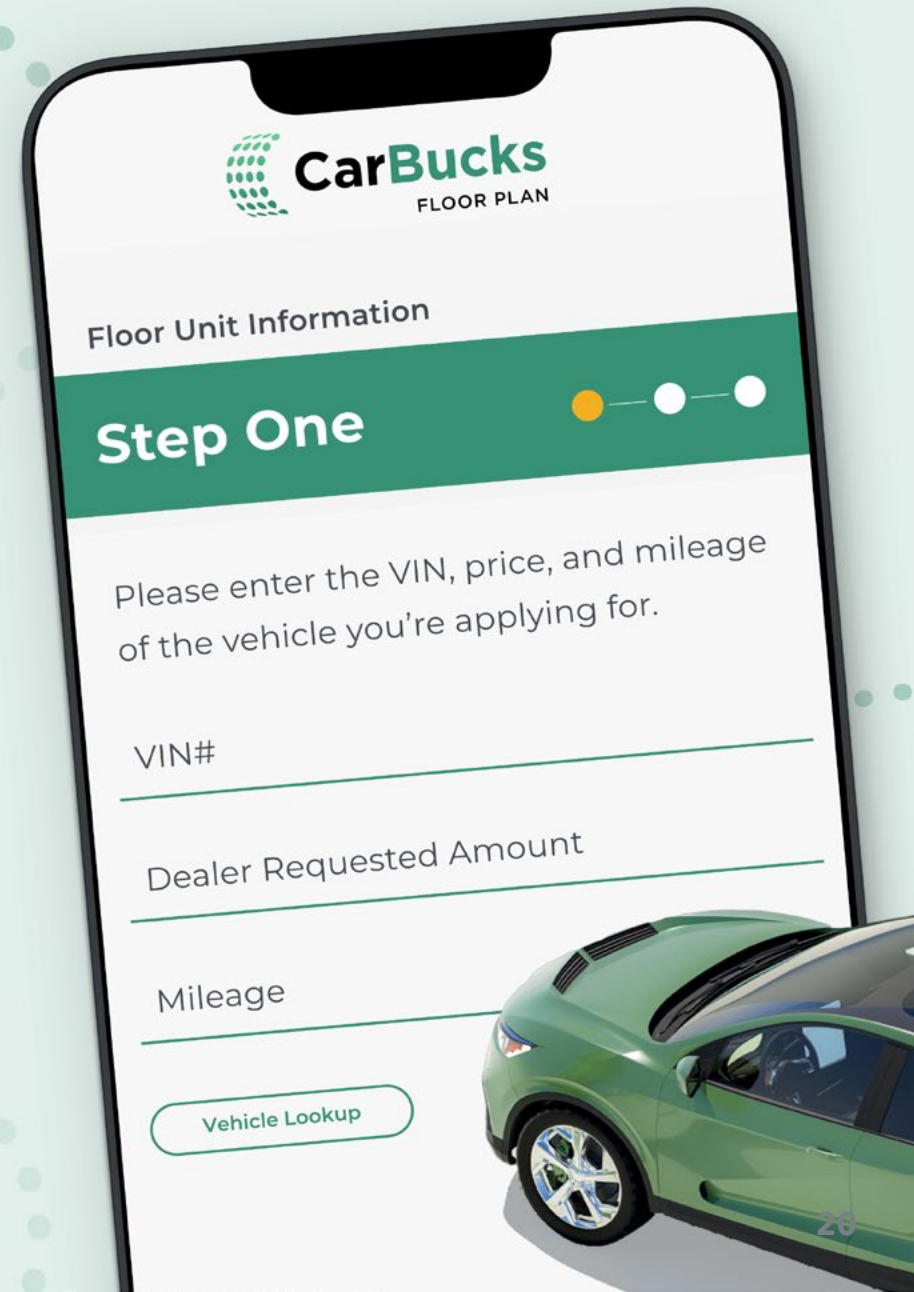
SBAC rebrand and launch of new website

---

Magnolia Financial rebrand and launch of new website

---

Fair lending campaigns and outreach in partnership with Compliance



**FIRST BANK**