

East Cambridge Savings Bank Turns to Content Marketing to Boost Sales

BOSTON, Mass., Feb. 13, 2014 (SEND2PRESS NEWSWIRE) – Truebridge, a financial marketing company based in Boston, is pleased to announce East Cambridge Savings Bank's launch of their online Financial Answer Center. Their implementation of Truebridge's Content Marketing System is one of many examples of financial institutions turning to Content Marketing to increase revenue.

"We are living in a content-driven economy. You cannot survive in the banking space today without a content marketing strategy," says Jeffry Pilcher of the Financial Brand.

The days of "one size fits all" marketing are in the rearview.

Instead of generic advertisements that may not be relevant, a Content Marketing approach provides educational material to aid the decision making process. Not only does this help the consumer make a more informed decision, it establishes the bank as a trusted resource.

"We see Truebridge's Content Marketing System as an excellent way of increasing our share of wallet, while at the same time building customer loyalty," says Todd Goldstein, East Cambridge Savings Bank's Vice President of Marketing.

By utilizing Truebridge's Financial Answer Center, East Cambridge Savings Bank has put a fully stocked financial library, organized around key life events, directly at their consumer's fingertips. Statistics show that 43 percent of people are more likely to buy financial products around life events and 74 percent said they will buy from the source that provides the help.

"Content Marketing in the Financial Services world is a win-win," says Stewart Rose, President and CEO of Truebridge. "The consumer wins because they get the help they're looking for in order to make the best possible financial decision. The bank wins because they put themselves in place to help their customer with more of their financial needs before the competition arrives," Rose added.

About Truebridge, Inc.:

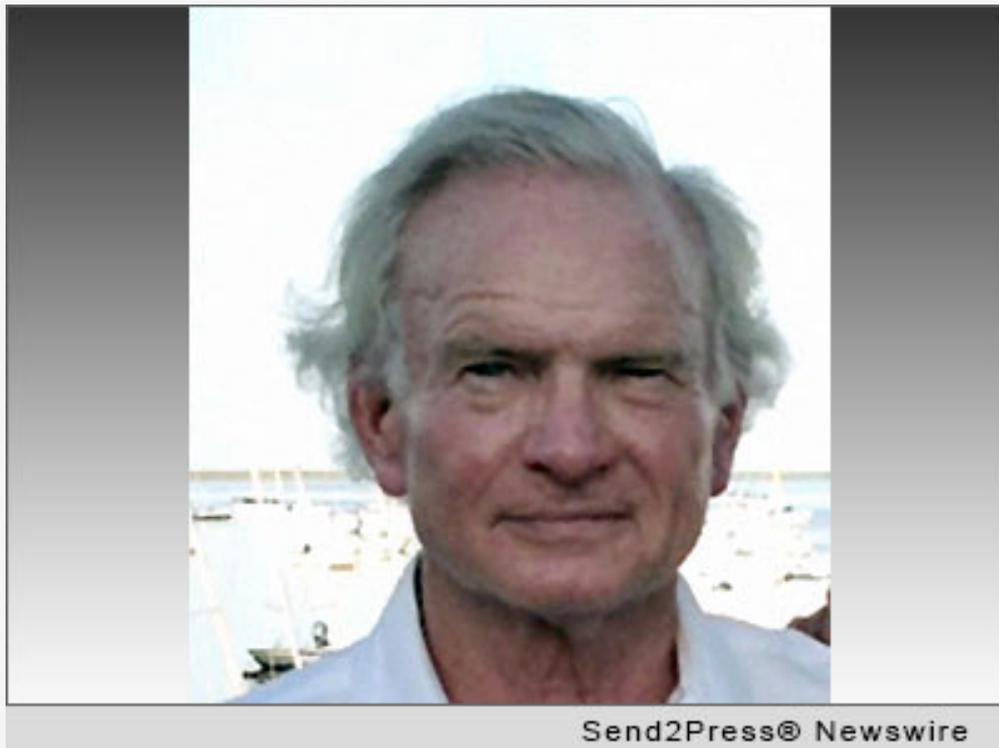
Truebridge, a twelve-year-old content marketing company that caters to financial institutions, is a leading provider of innovative marketing solutions designed to attract, engage and educate a 21st century audience.

More information: <http://www.truebridge.com/>.

* PHOTO 72dpi: Send2Press.com/wire/images/14-0213-stewart-rose_400x300.jpg .

* Photo Caption: Stewart Rose, President and CEO of Truebridge.

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