



A CASE STUDY

Scaling Social to Deepen Community Connection

with BOK Financial





BOK Financial is a financial services partner for consumers, businesses and wealth clients with more than 150 users on the Denim Social platform. In addition to building brand credibility and establishing loan officer expertise, Denim Social enables their mortgage loan officers to cultivate relationships in social media and organically source leads.

Geographically dispersed across midwest and southwest, BOK Financial saw an opportunity to use loan officer social media to build their regional presence and community relationships. Recognizing the potential in a local-focused strategy, BOK Financial wanted hyper-local custom content to inspire follower engagement.

Sounds simple, right? Like many financial institutions, the team faced competition for internal priority and a lack of support resources. Further, many seasoned loan officers didn't understand the power of social media or functionally how to grow their followings.

"The marketing team knew social media was a huge opportunity to engage local communities," said Tiffany VanZandt, social media manager. "We noticed that loan officers were hesitant to post because of their lack of experience using social media networks. Finding time to schedule posts and coming up with content ideas was challenging for them, too."

BOK Financial found success in a two-pronged strategy to fire up loan officers' feeds and local community engagement:

Posting on Behalf of Mortgage Loan Officers

Recognizing the schedule crunch for mortgage loan officers, BOK Financial leveraged regional administrative teams to consistently schedule regional, company and industry content on behalf of mortgage loan officers. With Denim Social as its social media management platform, one administrative team member could easily post on behalf of many mortgage loan officers, all while staying in compliance. Localized content libraries made it simple for the central marketing team to distribute regionally relevant content to mortgage loan officers.

“Our regional admins jumped right in and started posting content on behalf of loan officers and provided content suggestions,” said VanZandt. “With this help, loan officers are becoming more comfortable sharing with the followers and are seeing the impact. Having our sales team on the various platforms sharing posts not only gets their name out there but it also gets our brand out there as well to a wider audience.”

Localized content libraries made it simple for the marketing team to distribute regionally relevant content to loan officers. Julie Haddock, market leader for the east Oklahoma and Arkansas region, saw significant social media growth at the regional level, boasting a 500% increase in audience size, with more than 55,000 post views since revving up on social media and Denim Social.

“Our team members thank us constantly for driving this push for social media marketing for them. There is a ton of engagement from our realtor community and current borrowers around the posts,” said Haddock.

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JULIE HADDOCK,
MARKET LEADER



500%

INCREASE IN AUDIENCE SIZE



55,000

POST VIEWS

“

Denim Social has drastically improved social media results for our mortgage team. Before we had this platform, only a few [loan officers] were actively using social media for business but today we have much more interest as the platform makes it less intimidating.

TIFFANY VANZANDT,
SOCIAL MEDIA MANAGER

Rallying Loan Officers to Get Active on Social

While marketing support went a long way to getting loan officers active on social media, the BOK Financial team knew loan officers still needed to understand the potential in social media and how to personalize their feeds with hyper-local individual posts. Regional teams established a regular market leader communication that shared content ideas, examples of monthly top producers posts and showcased positive client reviews.

“I do a social media page check in with the team monthly and go over the stats. When I told them that our posts were reaching thousands of people and they didn’t have to pay a dime for it, they got on board,” said Haddock.

Top performers were empowered to tout accolades on their Facebook business pages.

Since implementing this dual strategy, user engagement is on the rise for BOK Financial loan officers and year-over-year (2020-2021) social metrics are up, including:



NEARLY

200%

GROWTH IN FACEBOOK
FOLLOWERS



7x

GROWTH IN
IMPRESSIONS



ABOVE AVERAGE POSTS/
USER ON BOTH FACEBOOK
AND LINKEDIN