



Harness the Power of Social Networks
2016 CDBA Peer Forum



mighty™





CHICAGO
INNOVATION
EXCHANGE



AT THE UNIVERSITY OF CHICAGO



GEORGETOWN UNIVERSITY



LOYOLA
UNIVERSITY
CHICAGO



the change we seek

color of
change
.org



**OPPORTUNITY
COLLABORATION**
convene / connect / create



**CHICAGO
BOOTH**

mighty™

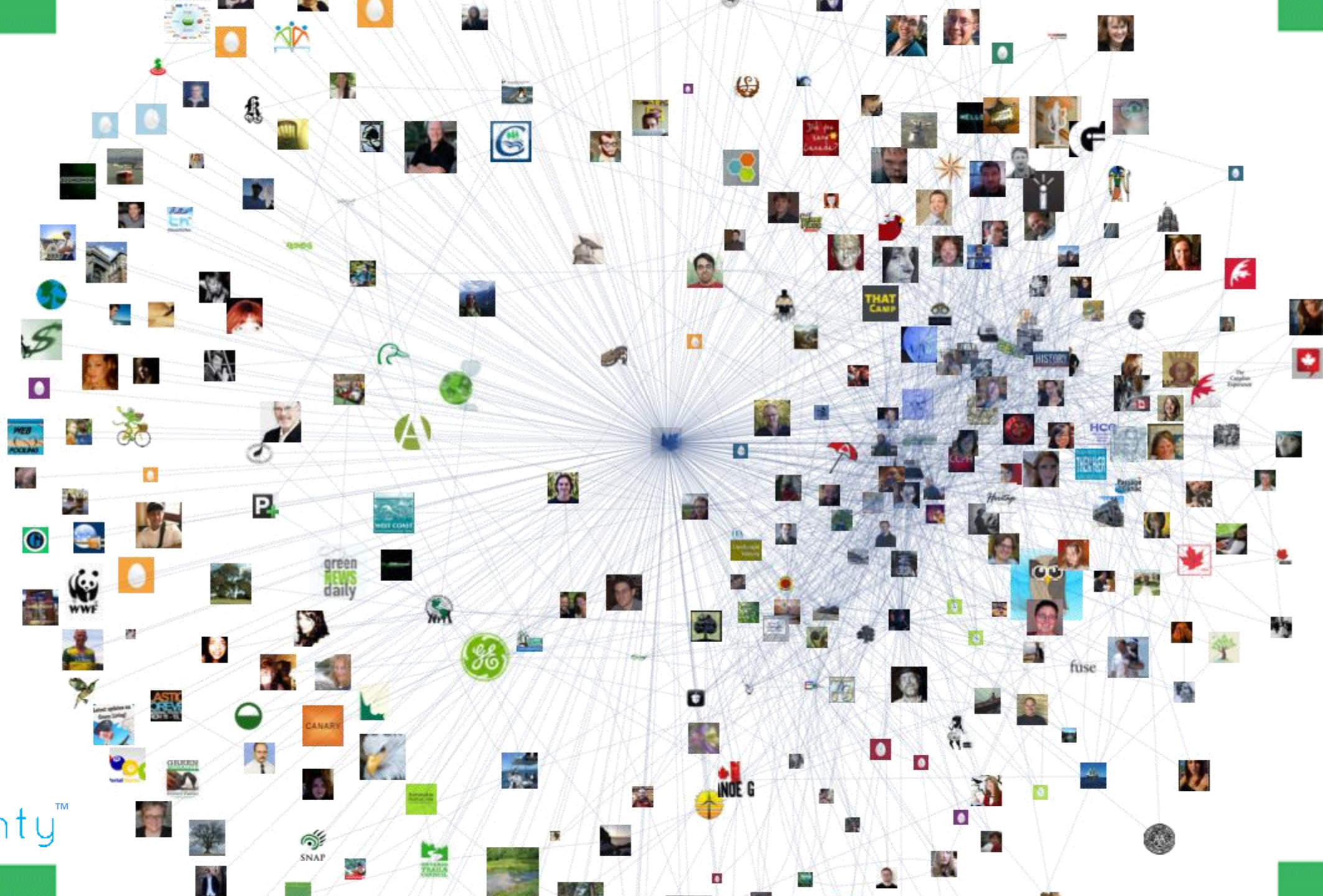
Mighty Vision



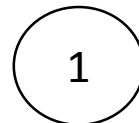
Discover and engage with
the impact of their bank money



Achieve
a branded national platform,
new and retained customers,
user analytics,
and cross-selling leads



1. All The Customers You'll Ever Need Are Just 3.5 Connections Away





Sheryl Sandberg

Chief Operating Officer at Facebook

San Francisco Bay Area | Information Technology and Services

Previous Google, Treasury Department

Education Harvard Business School

Send Sheryl InMail



3rd

155

connections

<https://www.linkedin.com/in/sheryl-sandberg-5126652>

Background



Experience

Chief Operating Officer

Facebook

March 2008 – Present (8 years 3 months)



Vice President, Global Online Sales & Operations

Google

November 2001 – March 2008 (6 years 5 months)



Chief of Staff

Treasury Department

1984 – 1991 (7 years)



Education

Harvard Business School

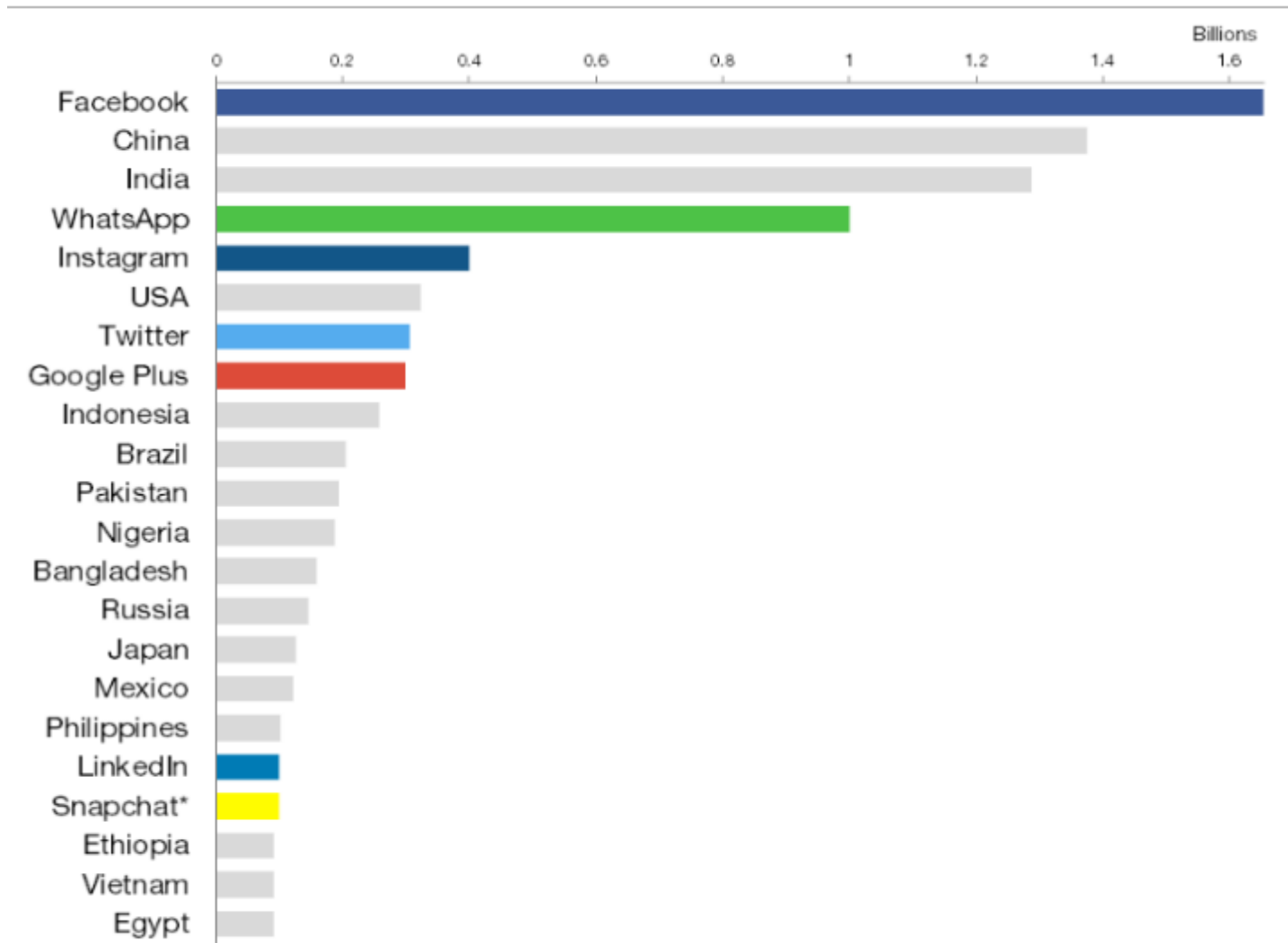
1993 – 1995



2. Facebook is Bigger Than China



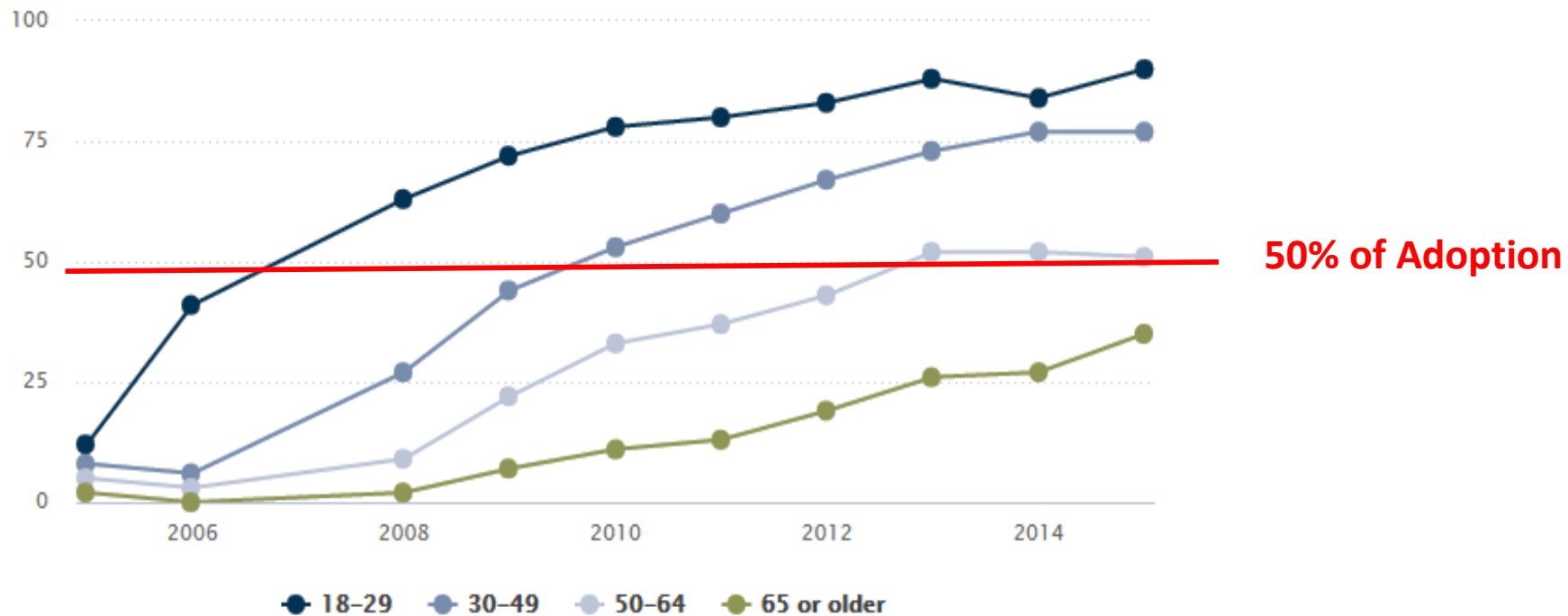
And 3 Social Networks Are Bigger Than The U.S.



Source: Latest available data from social network websites or analyst estimates. *Snapchat figures are daily active users

3. This Isn't Just About Millennials, But The Majority of Adults

Among all American adults, % who use social networking sites, by age



4. Social Behavior Informs Intent

FROM



TO

AWARENESS

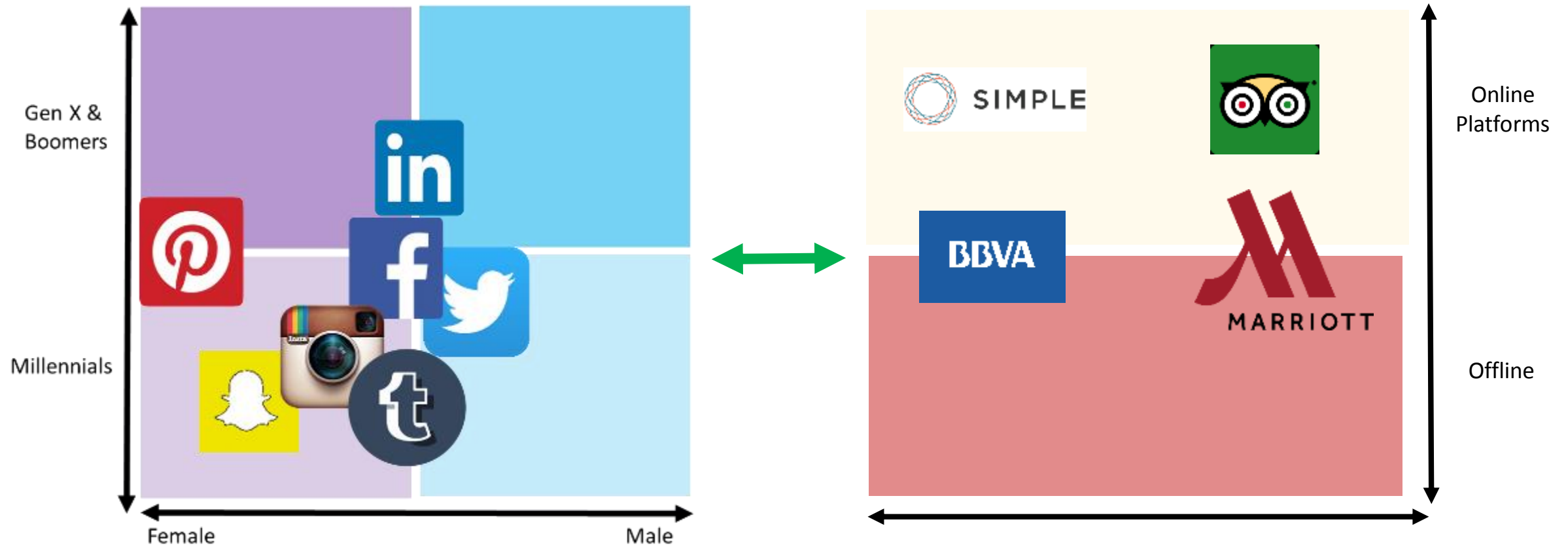
CONSIDERATION

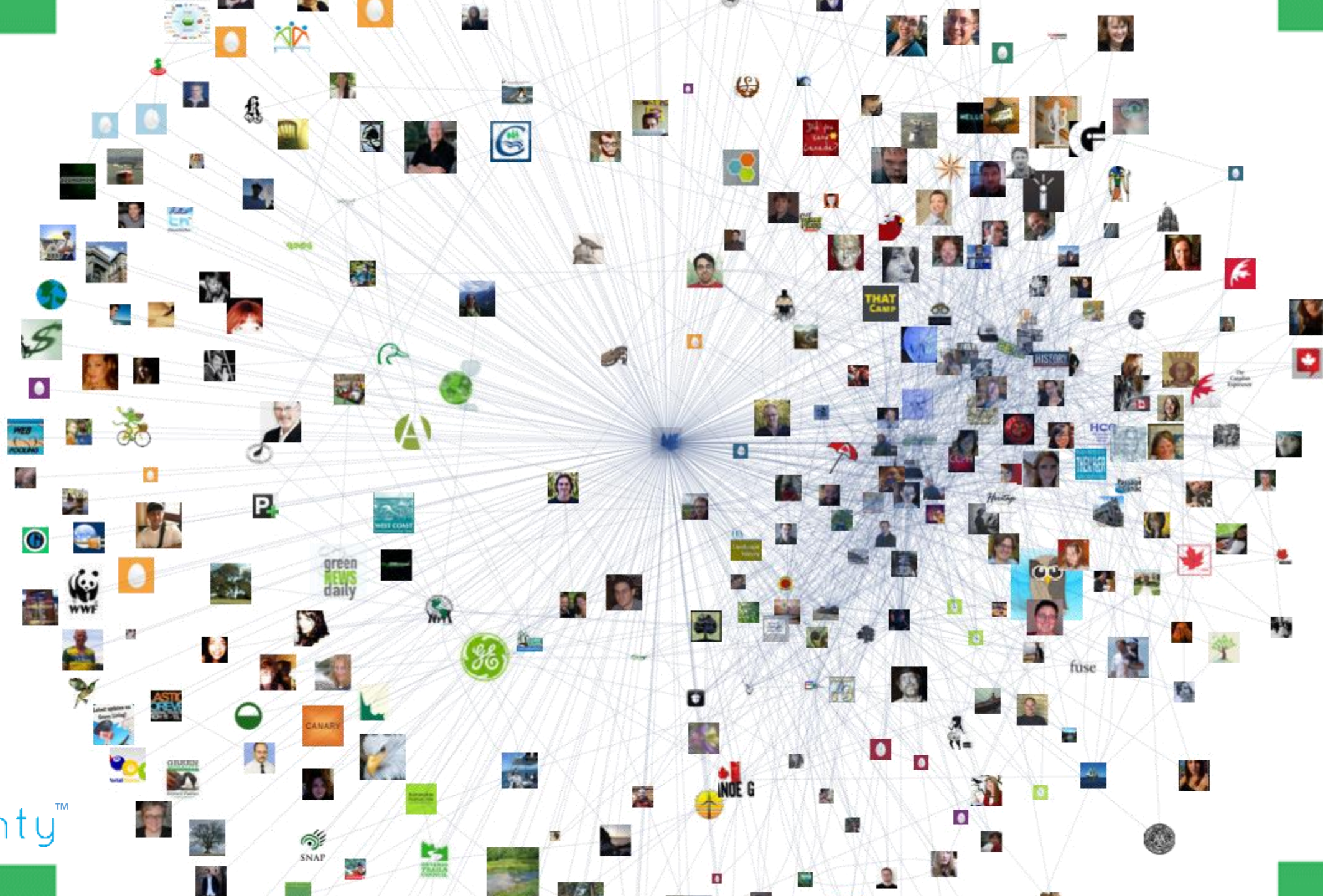
DECISION

ADOPTION

ADVOCACY

5. This Isn't Rebellion, It's Efficiency: Social Drives Commerce







Get A
Weather
Vane

Define Use
Cases &
Dashboards

Convene,
Pilot,
Iterate





Use Case

**Address
Complaints**

**Champion
Customer Content**

Take a Stance

Dashboard

WHO

WHAT

WHERE

HOW

NOW

WOW



“#FlyBabies made me cry... a cry of true understanding”



100% OFF

YOU ABOVE ALL
jetBlue

300 Videos Submitted → 45,000 Views →
\$96Million in New Loans + \$90Million in New CDs



“The oral care market is a \$30B category. It’s controlled by a handful of huge companies. With hello, we seek to bring a new conversation to oral care, moving away from the historical talk of killing and fighting to focus on greeting.”

-Craig Dubitsky, hello Founder





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