



Capturing Consumers Online

Description:

Learn how mega and direct banks are capturing your accounts online. Discover how to use the latest online marketing tools and tactics profitably. Develop a strategy to capture consumers and convert them to new accounts online.

Chuk Starrett, FIRST ROI

Bio:

Chuk Starrett is a Senior Vice President of FIRST ROI. FIRST ROI is a full-service financial institution marketing partner. Mr. Starrett has been consulting community financial institutions how to compete and win against Mega and Net Banks since 2006. Mr. Starrett has been fortunate to present innovative concepts at industry events and conventions.

