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Citibank Launches a Blog at New.Citi.com

By Jim Bruene on March 19, 2010 5:26 PM | [Comments \(1\)](#)

One of the things I enjoy about using *Gmail* are the one-line ads displayed across the top of the screen. It's fascinating to see how **Google's** algorithm attempts to figure out what's on the top of my mind by reading my recent emails (*goodbye privacy*).



Last week, it correctly deduced that I'd be interested in a new initiative by [Citibank](#). I didn't capture the exact ad unfortunately, but it pointed me to the URL [<new.citi.com>](#), which itself was enough to get a click out of me.

To my surprise, [new.citi.com](#) is an online microsite aimed at sharing the things Citi is doing to bring itself back from the brink. And it's being told **in blog format**. It started in February with seven posts on Feb. 1. There was no activity for two weeks, but since then the bank has posted 15 new entries, about 2.5 per week, a good pace.

The content is good. For example, [yesterday they wrote about their no-overdraft philosophy on debit cards](#), a policy they've always adhered to. The bank even linked to Ron Lieber's [NY Times Your Money](#) column, "[Overdraft Protection. Why Bother?](#)", just like a real blog.

The design is attractive and consistent with Citi's brand identity (*see screenshot below*). But it's a little over-indulgent for a blog. Above the fold, all you see are Citi executive testimonials and an undated post from CEO Vikram Pandit that's permanently anchored there. There's also an annoying little jingle that plays every time you click on a new page, I recommend activating the mute button in the upper right.

The bank allows comments, moderated of course. Most posts have just one or two, but the anchor post has 60.

It's good to see another major bank blogging, especially after Bank of America killed [its innovations blog](#) (*note 1*). And it's a solid effort, good for the bank and its brand. A little restraint in the design department and this would earn an A grade.

Citi's corporate blog site (*19 March 2010*)

Note: You can get rid of the faces by clicking on minimize, and mute the jingle with the speaker sign, but few users are going to see those, or know what they mean.

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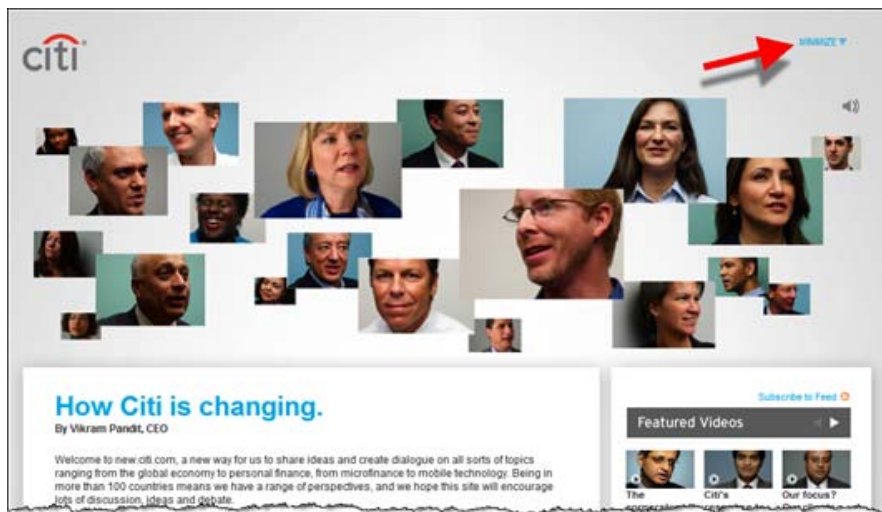
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Note: For an even better example, check out **Truiliant Federal Credit Union's** [superb new blog](#). The CU has an internal team that's been doing five relevant posts per week since Jan 27.

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1 Comments

By [prashantn](#) on March 21, 2010 12:56 AM

I had a chance to visit the new Citi Blog, through the links in your blog. Citi's Blog seems to be a good attempt to bond with its customers

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