

# 5 *Marketing Musts*

## **1. View your entire staff as your marketing department.**

You must view your entire staff as marketing representatives. From the most common voice a customer hears in a teller to personal bankers, loan officers, and remaining staff, every one of your employees play an important role in your marketing efforts. We work with you making sure all staff from top to bottom at every point of contact knows how to market.

## **2. Follow-up.**

You must contact customers, potential clients, and on-going partners early and often. If your bank does not stay top of mind, you will lose opportunity. To be in the conversation, you have to be in the conversation. We work with you making sure you have an easy-to-use on-boarding program in place to stay in touch with new customers and can implement a customer retention program to ensure you stay engaged with the people that place their trust with your bank.

## **3. Always be clear and consistent.**

You must be clear and consistent with your marketing. Great community bank marketing doesn't take vacations. We work with you to make sure your message in all forms is clear, crisp, and cuts through the noise your competition is making on a constant basis.

## **4. Work with your community.**

You must work with your community and can do so by implementing marketing solutions that enhance the lives of people and businesses around you. We work with you to ensure that your marketing dollars are maximized to benefit your bank and your community.

## **5. Do not be afraid of change.**

You must not be afraid of change. Changes are endured by all organizations. In marketing, success rarely happens with your original idea. We work with you to come up with unique, specific to your situation solutions. We keep "cookie-cutter" ideas where they belong...in a box.