



# FOCUS

Your Financial Marketing Newsletter

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## Deposit gathering: Trying to catch the wind



### **Does it seem like the March winds are blowing deposit rates around like a dust storm?**

Looks like it might be easier to catch the wind than to capture deposit growth. And isn't this what every other bank in the country and in your neighborhood is trying to do? Put plans in place to shore up your bank's deposit growth and prevent storm damage.

**Draw the line in the sand on pricing.** Know where you stand on the pricing curve and fulfill that position consistently. This will help you plan and price deposit products and promotions throughout the year. If you choose a lower rate position, be prepared to compete on other variables that are valued in your market such as extended hours and deposit cut-off times.

**Mine your current customer base.** Develop growth and retention strategies such as customer contact programs and special product and service rewards. Pay special attention to customers with high deposit balances who don't have a lending relationship. Use pricing and other financial incentives to recognize tenure and number of relationships—plus a reason to do more business with your bank!

**Look beyond the Super Step-up, Touch-down, Slide-around CD.** Research your competitors to find the unmet need in your market. Then make it your own through a targeted marketing plan. How about a small business family of products with low minimum balances, or a promotional rate business savings account to encourage building cash reserves? Lock-in business customers with free business bill pay.

**Other deposit gathering strategies:** Build a plan to gather deposits from call center inquiries, develop a Website that promotes your key deposit products on every page. Measure performance in deposit growth and communicate the progress bank-wide. Give plenty of recognition to top deposit gathering performers.

While deposit gathering is challenging, there are many solutions. With a burst of energy and proper attention, you can catch the wind or at least tame the flurry.