

FOCUS

Your Financial Marketing Newsletter
March 2008

Marketing Trends for 2008: looking forward, taking action

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The economic year ahead may be uncertain, but your customers are relying on you. This is the perfect time to distinguish your bank, take the leadership position and showcase strengths and stability of community banking.

Take advantage of these trends in 2008:

TRUST

It matters. Continue to distance your bank from the sub-prime lending practices. Declare your safety and soundness in all bank advertising and on business development calls.

DEPOSITS

As customers pull money from the volatile stock market, are your deposit products a competitive alternative? CDs remain a favorite for comfort and stability, with maturities now up to one year and interest DDA is a must.

DELIVERY

Are you ready for remote deposit capture and mobile banking? Make plans now and begin actively promoting these new services by mid-year.

SOCIAL CONNECTION

Groups are important, even in our electronic society. Create groups for seniors and young savers, start a small business council, or host speaker events.

COMMUNICATION

Keep it coming! Stay in touch with customers, employees and shareholders with positive messages that demonstrate strength and commitment for the future.

Take action and call us for help with these marketing programs and more at **800-725-3800**—the bank marketing specialists at The Genesis Group.