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FOCUS

Your Financial Marketing Newsletter
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The Dog Days of Summer

It's HOT!

Do things in your bank slow down in the summer as people take vacation and enjoy relaxing with family and friends? That makes it the perfect time to prepare for a busy, active fall!

- ▼ **Review C.D. maturities – call your customers**
- ▼ **Call your prospect list**
- ▼ **Make plans for fall deposit-gathering campaigns**
- ▼ **Get your staff involved – ask them for ideas and reward the best ones**
- ▼ **Consider offering incentives for customer referrals**
- ▼ **Look at your website – does it need an update?**
- ▼ **Stay visible – attend summer programs and community events**
- ▼ **Review your products – are they competitive?**
- ▼ **Mystery shop your competition**

For help with your bank's planning and much more,
call 800-725-3800—the bank marketing specialists at

