



FOCUS


Your Financial Marketing Newsletter
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Branding your reputation **ARE YOU? DELIVERING!**

As we continue to see bank failures in the headlines and news outlets painting strong community banks in the same brush as troubled major banks, it is time once again to talk about branding. **Your brand is your reputation and you are in charge of it!** Take control by delivering consistent messages about your strength, your commitment and your leadership role in your community. Continually show the difference between your bank and your competition.

Make your brand a part of people's lives, starting with your employees and directors. Employees are your #1 brand ambassadors so arm them with information to dispel any doubt about your institution and the future of community banking in Texas. Then deliver your message to your customers and prospects again and again and again.

- ▼ Who are you as a bank? A trusted advisor, a part of the growth in your community?
- ▼ What is your bank's philosophy? Customers first, prudent decisions every time?
- ▼ What is most important to your bank? Asset quality, years of service, convenience?
- ▼ What does your bank bring to the community? Loans to build and expand, school sponsorships?



Make sure your employees, your customers and your community really know who you are and what you stand for. More important now than ever, your future depends on your brand.

For help in developing and communicating your brand, call 800-725-3800—the bank marketing specialists at

