



# FOCUS

Your Financial Marketing Newsletter

September 2006

## The Marketing Plan— what's your strategy?



Which of these best describes your bank's marketing plan?

- A. "Our strategic plan and marketing plan are very closely aligned, to make sure we reach our customers most effectively and efficiently."
- B. "We update our marketing budget every year. Isn't that our plan?"
- C. "Who needs a marketing plan? If we have caps and shirts, we're happy."

If you answered A, congratulations! If you answered B or C, consider taking a fresh approach to marketing—from a strategic perspective.

### It's all about the customer

**Be the lighting rod.** The marketing plan is the spark to help you reach targeted customers in the most efficient way with the most impact. A marketing plan that is focused on customers and highly aware of competitors will be one of the most important steps to keep your bank on target all year.

**Involve all the bank departments.** Encourage department leaders to think about how marketing will help them better meet their customers' needs and help achieve the bank's goals. Does the commercial loan division need a new line of credit product? Does the Trust Department need to deliver customer information faster?

**Keep it flexible.** Allow room for changes as markets and opportunities change throughout the year. Develop your plan with room for adjustments and review the plan every three to six months for real-world application.

**Help everyone see the big picture.** The plan reflects the importance of customer-focused marketing and how it interfaces with everyone in the bank to see what their roles are.

**Have some fun!** Get ready to think outside the bank. Let the creative ideas flow and get excited about the possibilities.

**Call the marketing planning specialists!** To guide you through marketing plan development, call The Genesis Group today at 800-725-3800.