

PROFESSIONAL BANK

Good neighbors. Great bankers.

MARKET LIKE A

GENIUS

on a MINIMUM BUDGET!



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Advertising (\$\$\$)

VS

Opportunities to Build
RELATIONSHIPS



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The “3 C’s” to MEANINGFUL Exposure

Community

Collaboration

Creativity

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COMMUNITY

- **Annual Christmas Social/Open House as a part of the community's "Light Up Lakewood" activities at Christmas**
- **Lakewood-area Women In Business (LWIB)**
- **Park Cities-area Women In Business (PCWIB)**
- **Teach Children to Save Program (April, annually)**

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COMMUNITY

- **WIB Summer Internship Program**
- **Sponsorships of community-based events, use free ads to establish rapport, have a presence at the event**
- **July 4th Parade (no cost, throw branded Frisbees/candy)**
- **eBlasts to customers about holiday closings, “good news,” etc.**

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COLLABORATION

- **North Texas Women's Conference**
- **Live Local Program**
- **Host Dallas Bar Assoc/Dallas Assoc Young Lawyers
Solo/Small Practice Networking Social**
- **Staff One, Inc/Professional Bank "Hot Topic" event for
small business owners**

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COLLABORATION

- Partner with Bicycles Plus to host a “Community Bike Ride” benefiting a local charity/cause
- Partnership w/ Solution Mortgage
- Partner w/ community pet-focused businesses to host a Pet Adoption Event in the bank’s parking lot

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CREATIVITY

- Media Exposure based upon **STORIES**, not ads (write press releases for anything **UNIQUE** and include a call to action
(<http://www.publicityinsider.com/release.asp>)

- **Motorcycle Breakfast Ride**

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CREATIVITY

- **During Community Banking Month (April) create community partners w/ restaurants, wine bars, local grocery store to offer THEIR donated gift cards for all customers who open a NEW ACCOUNT that month**
- **Speaking at Chambers, Exchange Clubs, etc as an “industry expert”**

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CREATIVITY

- **“Hometown Hero” Contest** (locals nominate and winner gets a free ad in local paper – that the bank pays for – to advertise their own small business or cause)
- **When sponsoring an event, provide GIVEAWAYS** (e.g. Bath Salts on all tables for ladies at a Gala (branded) or Frisbees w/ bank’s contact info for all the kids at a carnival or parade)



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...add one "W" to those 3 C's

**never underestimate the power of your bank's
WEBSITE!**

- **People-focused**
- **User-friendly**
- **Community-oriented**
- **Blog**

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