

Bank of Tucson Creates Consistent Branding and Messaging with BankMarketingCenter.com



"BankMarketingCenter.com is a great tool – particularly for community banks that want a nice, consistent look and feel to their marketing materials. I came from a big commercial bank with a large marketing department, but community banks often don't have this luxury. With BankMarketingCenter.com, it's like having a marketing department without really having a marketing department."

*– Andrea Johnson,
SVP Director of Retail Banking,
Bank of Tucson*

bankmarketingcenter.com

Institution

Bank of Tucson

Address

Tucson, AZ

Website

www.bankoftucson.com

About the bank

Bank of Tucson is the bi-product of two of the finest community banks in Arizona. A local bank with consolidated assets of more than \$270 million, Bank of Tucson is consistently ranked as one of Arizona's top performing community banks. The bank currently employs 60 people in its two branches with plans to open as many as eight additional branches over the next five years.

The challenge

Bank of Tucson prides itself on being able to offer the products and services of a large financial institution while maintaining an atmosphere of personal relationships and outstanding customer service. But when the bank merged with Tucson-based Southern Arizona Community Bank in December 2010, it was apparent that the new combined bank would need a more consistent brand identity and solid marketing message across its two branches.

The solution

Bank of Tucson selected BankMarketingCenter.com in 2011 to help with its marketing needs. In addition to having access to Bank Marketing Center's thousands of professionally designed templates and millions of stock photos, the bank employed Bank Marketing Center's creative team to develop several custom marketing materials including a new brand identity and consistent corporate messaging. Once this messaging and corporate "look and feel" is completed, brochures, switch kits and other customized marketing materials will be uploaded to a web-based portal so that bank employees can instantly personalize them to use in their existing branches, as well as in the six to eight new branches expected to open over the next several years.

The results

BankMarketingCenter.com serves as a one-stop marketing shop for Bank of Tucson, giving the bank complete control of the marketing creation and approval process. Bank Marketing Center's internal creative team was able to create corporate branding and messaging for the bank for a fraction of the costs typically associated with hiring an outside agency. Today, through the BankMarketingCenter.com web portal, employees across all branches can quickly and easily create approved personalized marketing materials that maintain the bank's corporate identity, while at the same time resonating with customers.



About BankMarketingCenter.com

BankMarketingCenter.com is a web-based platform that fully automates the creation of print ads, direct mail, e-mail campaigns, statement stuffers, product- and service-specific brochures, posters, flyers, digital signs and more. Banks can customize each marketing piece with logos, text, photos, branch locations, and rates - all in minutes and in a point-and-click environment. An administrative queue is also provided for marketing, compliance, and bank management approvals, and users have the ability to print each piece instantly or electronically submit them for publication. All materials are inventoried and available for easy and quick updating. BankMarketingCenter.com puts you in complete control of the marketing production process for your bank - all for a fraction of your current marketing costs. Contact us today to learn how BankMarketingCenter.com can equip you with the tools you need to thrive in today's financial market.

bankmarketingcenter.com

For more information on BankMarketingCenter.com email nreynolds@bankmarketingcenter.com or call 404-943-1632.