

# 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](http://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

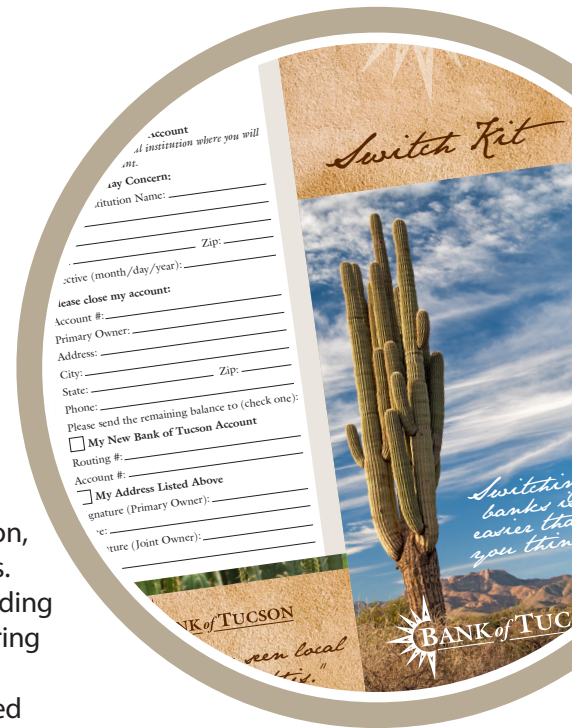
Bank of Tucson prides itself on being able to offer the products and services of a large financial institution while maintaining an atmosphere of personal relationships and outstanding customer service. But when the bank merged with Tucson-based Southern Arizona Community Bank in December 2010, it was 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](mailto:nreynolds@bankmarketingcenter.com) or call 404-943-1632.

# Madison Avenue Marketing on a Main Street Budget



*"For our specific needs as a community-based bank, I found Bank Marketing Center to be very beneficial and convenient. It is a marketing company I would highly recommend. The customized ads can be designed in minutes, reviewed, and sent to specific newspapers in a single day."*

*– Sheridan Chadwell  
M&P Community Bancshares  
Newport, Ark.*



bankmarketingcenter.com

## Institution

M&P Community Bancshares

## Address

Newport, Ark.

## Website

[www.mandpbank.com](http://www.mandpbank.com)

## About the bank

Merchants & Planters Bank, a subsidiary of M&P Community Bancshares, is a locally-owned community bank with 10 banking locations across the state of Arkansas. In addition to full service banking, the bank offers a full line of insurance and investment products. Merchants & Planters Bank is a Jack Henry Banking Core Director® customer and has benefitted from the services of Bank Marketing Center for five years.

## The challenge

Merchants & Planters Bank was founded as a local bank dedicated to serving the community. But as the bank grew to include more than 10 locations, creating customized advertising and promotional materials for different branches and publications became time consuming and expensive. The bank needed timely, professionally-created ads and marketing materials that resonated with customers without having to enlist the high-priced help of an outside agency or hire its own internal creative team.

## The solution

With Bank Marketing Center, Merchants & Planters Bank is able to receive high quality marketing materials at a fraction of the costs associated with traditional agencies. Through a personalized online portal, employees across all branches have access to more than two million stock photos and 1,000 professional marketing pieces including print ads, direct mailers, statement stuffers, flyers, posters, Web banners, and digital sign solutions. Materials range from very specific product advertisements to broader promotions that focus on local communities and can be customized in seconds for various markets with rates, photos, and messaging. Once a piece has been customized, it can be downloaded and printed immediately or electronically delivered to a specified newspaper for placement.

## The results

In the five years Merchants & Planters Bank has been using Bank Marketing Center, the community bank has saved thousands of dollars in advertising production costs. Additionally, the customized Web portal keeps track of all dollars the bank spends on ads based on size, number of runs, and rates for each particular newspaper. All ads and placement dates are automatically tracked, making it easy for regulators to verify. Today, the bank is in complete control of its ad production process – enabling it to invest in buying media instead of on creative and production costs – all for just a few hundred dollars a month.

## 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.



*“The cost and convenience of being able to design our own professional marketing materials internally and not having to pay ad agency rates is a huge plus.”*

*– Sheridan Chadwell*

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**bankmarketingcenter.com**

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