



Using Digital Signs To Put Community Back Into Your Bank

What truly makes a bank a community bank? Is it because it's in a small town or community? Is it because the money comes from and stays in the community?

Most bankers in "community banks" want you to believe they are there just to serve you and the other people in that community, but when you walk into most community banks today, they don't look any different than the large national or regional banks.

Over the last couple of years, many successful community bankers have begun using technology to start putting community back into their community banks.

These successful banks are turning the large TVs they already have in place into "community event calendars" by putting a small computer – a little bigger than the size of your hand – on the backs of their TVs. This enables them to communicate with their customers in a more meaningful way.

With these "digital signs", banks can promote a community concert or dance recital, congratulate the local football team, introduce a new employee, or sell Girl Scout cookies.

For roughly half of what you already pay for cable, you can subscribe to a digital sign solution. To get started, simply click on "Digital Signage" on BankMarketingCenter.com and customize and personalize an ad. Once created, that ad can be running on your TVs – in front of your customers – in seconds.

You can even select the date and time you want messages to appear. For example, you could promote remote deposit capture during lunch hour, when most business customers are lining up to make a deposit.

Digital signs can also be used internally to introduce new policies, products and procedures to employees in multiple branches. Sending digital messages to employees is a cheap and effective way to convey important messages – with an added benefit to the environment. These messages can include anything from reminders about banking holidays, quarterly revenue goals, new product and service promotions, or even recognition of exemplary employees.

This technology provides you with the ability to communicate important messages to employees across all branches instantly without the need for designers and at a fraction of the costs associated with printing and distribution. And in most cases, the technology and equipment can be paid for by selling advertisement space to local businesses interested in reaching your customer base.

By putting a little technology into your bank lobby, you can put more "community" into your bank! For more information on digital signage contact Neal Reynolds at nreynolds@bankmarketingcenter.com or 404-943-1632