

Case Study: Phelps County Bank

Phelps County Bank Saves Time and Money with BankMarketingCenter.com



"BankMarketingCenter.com enables us to create professional, customized marketing materials and digital signs without having to hire expensive outside agencies or an in-house marketing team. The tool is easy to use and gives us everything we need at a fraction of traditional marketing costs – and we can personalize our messages to really address the needs of our customers and our community."

– Wendy Young,
SVP and Marketing Director,
Phelps County Bank



Institution

Phelps County Bank

Address

Missouri

Website

phelpscountybank.com

About the bank

Phelps County Bank is a \$300 million bank located in Rolla, Missouri, serving the communities of Rolla, St. James, Edgar Springs and surrounding areas. The bank provides a full array of personal, business and investment services to its members.

The challenge

With no in-house creative team on staff and limited resources to hire outside designers, Phelps County Bank struggled to create professional marketing collateral and promotional materials both on time and on budget. The bank needed a quick, inexpensive way to create effective marketing materials – especially those that could be run on the wide screen televisions in its branches – without having to hire an outside agency.

The solution

With BankMarketingCenter.com, Phelps County Bank can quickly create high quality, customizable marketing materials for a fraction of traditional marketing costs. With access to over 1,000 professionally-created layouts for print ads, newsletters, brochures and more, marketers can create promotional pieces in minutes customized with the bank's logo, text, colors, contact information and photos – or choose from BankMarketingCenter's catalog of over two million stock photos. In seconds, ads can be uploaded to in-branch televisions, instantly transforming lobby TV screens into digital signs promoting the bank's products and services. All materials can also be printed on-demand or sent to a specified media outlet for publication.

The results

In addition to saving thousands of dollars in marketing costs, Phelps County Bank has received an overwhelmingly positive response from its customers to the new marketing campaigns – primarily those displayed on the digital signs inside the bank's lobbies. The bank is now in complete control of the creation and production of its own marketing materials, 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.

bankmarketingcenter.com

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