Bank Marketing Center™

“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.”

Tara Salinas
M&P Community Bancshares

Institution:
M&P Community Bancshares

Location:
Newport, AR

Website:
www.mandpbank.com

Founded:
1946
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.