



RIGHT NOW, IT'S SURVIVAL OF THE SMARTEST



*Choose a financial marketing partner who
knows community banks the way you do.*



WE'RE FINANCIAL MARKETING WITHOUT LIMITS READY TO GROW YOUR BOTTOM LINE?

MarketMatch is the nation's only integrated financial marketing solutions company for small to mid-sized community banks. With our ROI Guarantee, you can gain ground others are giving up by keeping your marketing pedal to the metal while others are pumping the brakes.

WHY MARKETMATCH: FOCUS. MOMENTUM. RESULTS.

- > **FOCUS.** We are financial marketing experts who have successfully run community bank marketing departments.
- > **MOMENTUM.** We offer the complete trifecta of data analytics, lead generation, and share of wallet growth in one expertly designed, personalized package.
- > **RESULTS.** Since 2002, we have been focused solely on delivering tailored marketing strategies with guaranteed results.

ROI GUARANTEE: RESULTS GUARANTEED. PERIOD.

- > We offer exclusive, written guarantees on results.
- > Our comprehensive Client Impact Analysis measures and quantifies our Customer Leadership Marketing (CLM) process.

OUR SKILL SETS: RELENTLESS PURSUIT OF RESULTS.

- > Branding, rebranding, repositioning.
- > Digital marketing.
- > Strategic planning.

BACKGROUND: WE LIVE THE FINANCIAL SERVICES LIFE.

- > We are sought-after industry leaders with national and international speaking engagements.
- > We are authors of textbooks, books, publications and industry dialogue.
- > Our staff members are Certified Financial Marketing Professionals (CFMPs) as designated by the American Bankers Association (ABA).
- > All our principal managers have managed a bank or credit union marketing department.

SEE OUR SOLUTIONS HERE

marketmatch.com/our-work



DIGITAL FOCUS. MEASURABLE RESULTS.

Focus and timing forged through precision insights.

With our *Digital Focus. Measurable Results* approach, MarketMatch brings precise messaging, strategy and timing to every campaign for optimal results.

EMAIL MARKETING: GET BETTER EMAIL MARKETING RESULTS.

- > Deliver relevant content to the right people.
- > Increase conversions with well-timed emails.
- > Create dynamic content personalized to your consumer segments.

PAID DIGITAL ADVERTISING: FOCUS ON RESULTS, NOT BUYING AIRTIME.

- > Increase conversions with results-oriented ad buys and engagement through multiple platforms.
- > Remarket to the right people at the right time.

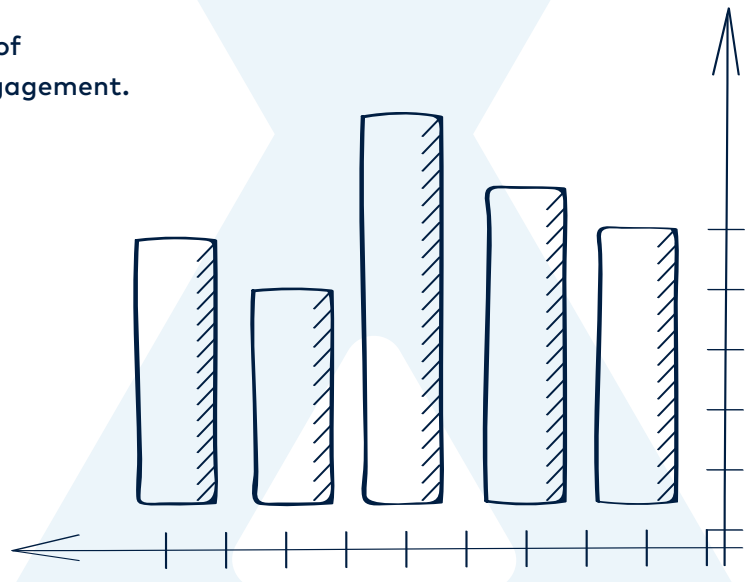
MARKETING AUTOMATION: ADVERTISE WITH PLUG-AND-PLAY EASE.

- > Fuel automation with robust website tracking.
- > Connect your paid advertising to automation tracking.
- > Ease the burden of contact points through automation.
- > Identify, nurture and convert leads.

360 DEGREE APPROACH:

- > Combining the best strategies and tactics of traditional, digital, social and in-person engagement.

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WE GROW COMMUNITY BANKS WITH BETTER BRANDING.

Your brand is your baby. Let us help grow it.

Whether a full rebrand, scaled-back brand refresh, or a market repositioning, MarketMatch creates and brings brands to life at all touch points.

BRANDING: WE ARE FINANCIAL BRANDING EXPERTS.

- > A brand refresh can take your current brand to the next level. We can help!
- > Let us help update dated branches and realign them with your brand.

RESEARCH: WE OFFER IN-HOUSE AND MARKET RESEARCH AND DATA DEEP DIVES.

- > Our research includes comprehensive buyer personas, buying habits and opportunity gaps.
- > Get a SWOT analysis on staff capabilities, key differentiators and market opportunities.
- > Customer insights and data trending.
- > Market assessments and opportunity sizing.

BRAND CREATION: OUR PROCESS IS ORIENTED IN RESEARCH AND DRIVEN BY RESULTS.

- > We develop positioning and market differentiation using our brand standards guide to ensure consistency.
- > We will create or refresh your mission, vision, values and personality.
- > We define brand best practices for sustainable brand delivery.

STAFF TRAINING: WE PROMOTE TEAM BUY-IN, EXCITEMENT AND BRAND FLUENCY.

- > We offer unique training developed to support the brand.
- > Our marketing materials help explain new aspects and educate staff.
- > Our frontline sales tools help staff better execute brand/marketing/engagement objectives.

INTEGRATED FACILITY BRANDING.

- > We help bring your brand to life through your facilities.
- > We partner with premier design/build firms to enhance usability and connected facilities.
- > We ensure connected omnichannel experiences across physical, digital and personal interactions.

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WEB DESIGN WITHOUT LIMITS. LET'S CREATE A BUZZ.

Welcome to the Art and Science of Results.

As one of the foremost expressions of your brand and the ultimate marketing tool, your website needs to be as creative as it is strategic.

WEBSITE REDESIGN: A SMARTER SITE RETURNS BETTER RESULTS.

- > We customize your site to your brand, from the look to the voice.
- > Design and navigation are focused on sales strategy.
- > We integrate marketing automation and the sales funnel.

MEMBER ACQUISITION: BUILDING RELATIONSHIPS FOR GROWTH.

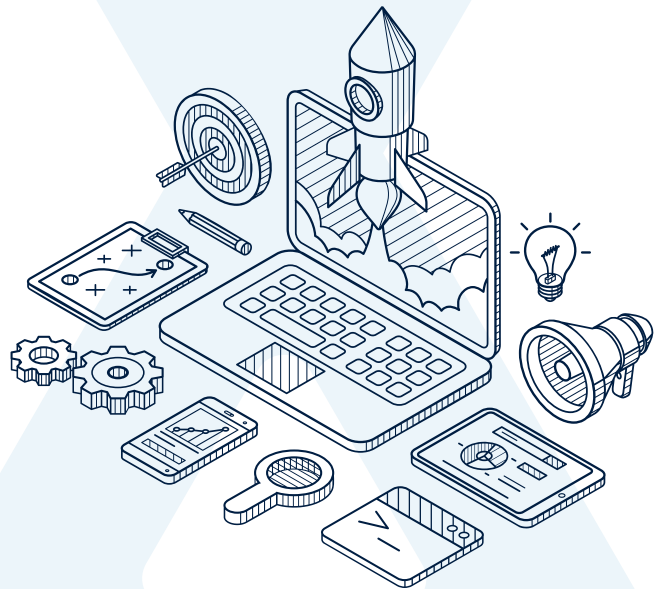
- > We create compelling, strategy-based campaigns and have a proven track record for growth.
- > Results-oriented ad buys are digital and traditional.

REPUTATION MANAGEMENT: WE CREATE A BUZZ AND MANAGE IT.

- > We create customized review strategies to gain online exposure.
- > We manage online reviews, location-based reviews and social media.

DIGITAL INTEGRATION.

- > Ensuring the member digital experience flows from one tool to the next.
- > Maximizing the access and use of digital tools.
- > Connecting to customers where they digitally live.



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MARKETING STRATEGY AND SUPPORT: GET THE MAP AND THE GUIDE.

We keep all your ducks in a row and swimming.

It's the ultimate marketing twofer. MarketMatch both creates a plan and helps you execute it from start to finish for maximum results.

STRATEGIC MARKETING, STRONG RESULTS. IT'S ALL ABOUT THE THREE Rs: RESULTS, RESULTS, RESULTS.

- > Our marketing is results oriented and strategic.
- > Our proven track record for success is backed by an ROI guarantee.
- > Persona-based targeting enhances outcomes and results.

MARKETING AS A TEAM: SYNERGY AT ITS PRODUCTIVE BEST.

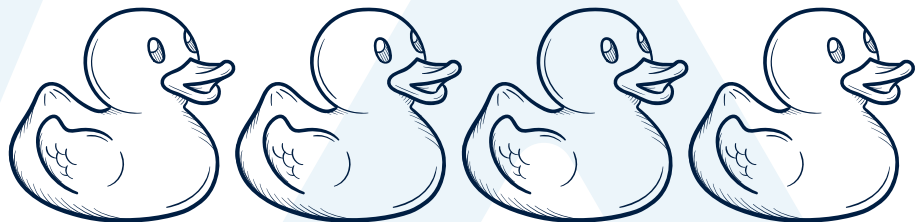
- > We fit right in and work side by side with your existing team.
- > We're invested in your organization's success.
- > We drive marketing, you drive the organization.

MARKETING PROCESS MANAGEMENT: CROSSING THE T'S AND DOTTING THE I's.

- > We have a proven track record of process-management success.
- > All principals have worked in the financial industry and understand financial marketing.
- > We analyze the data so you don't have to and make results-driven recommendations.

ROI.

- > Marketing is synonymous with ROI. So is MarketMatch.
- > Guaranteed!



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MOST GUARANTEES GET AN EYEROLL. OURS GETS RESULTS.

We'll create an opportunity map.

When you engage MarketMatch for retainer-based support, we use your institution's data to create a CLIENT FINANCIAL IMPACT ANALYSIS—opportunity map—and then craft an ROI estimate and guarantee that we will generate NEW incremental income that meets or exceeds at least 100% of your retainer cost in our services or we write a check for the difference.

“We've consistently been impressed with the quality of work produced by MarketMatch. Their creativity shines through in the multiple ideas and strategies they bring to the table, and their prompt turnaround times ensure we never miss a beat. Their commitment to excellence makes them an invaluable asset to our team.”

– Denise Fauber | President and COO | Merchants National Bank

“I greatly appreciate our partnership with MarketMatch. They feel like an extension of our team, not just another vendor. I enjoy the easy communication with my project manager and their willingness to help me brainstorm new ideas. Their excitement when I ask for new creative ideas is contagious.”

– Kim Rittmeier | Marketing and PR Manager | DEI

CONTACT US

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