



IBAT Best of Community Banking

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## **Alliance Bank**

### **IBAT Best of Community Banking**

#### **Submission Summary**

Recognizing the ever-growing cost of advertising with a very fragmented marketing audience was an immense challenge for Alliance Bank. High quality video production in conjunction with low-cost but immense social media audience penetration was a perfect solution. Alliance Bank has been extremely successful in growing tremendous overall market impression at a very low CPI (Cost-Per-Impression).

By kicking off a series of video-based campaigns tied to community involvement, Alliance Bank developed progressive and cascading marketing campaigns that to date has spanned 12 months sending competitors scrambling too catch-up.

## **Marketing Campaign**

### **2021 IBAT Best of Community Banking Awards**

#### **Introduction**

In an atmosphere of vanishing traditional advertising platforms, Alliance Bank sought to target its marketing and drive “non-traditional” advertising mediums, recognizing the immense potential impact of video-based content. Kicking off a series of video-based campaigns tied to community involvement, Alliance Bank developed progressive and cascading marketing campaigns that to date has spanned 12 months sending competitors scrambling too catch-up. The first wave of marketing combined market acquisition/expansion, community involvement, sports highlight reel sponsorship and finally market PSA’s. The second wave kicked off a Facebook/Instagram/Twitter Fan Drive and advertising campaigns that sought to drive social media fans but additionally tap advertising impressions previously unrealized at an extremely low CPI (cost per impression). The third wave was an aggressive and technologically forward-thinking approach to drive product adoption using multiple social media platforms. The fourth and final wave will be a historical series of videos highlighting the customer journey with Alliance Bank.

## **Objective**

Community Banks often offer similar products and services, additionally, technological advancements in banking are perceived to be available only at large national banks, creating an immensely competitive atmosphere.

Due to the overwhelming advertising budgets at the disposal of these mega banks and the loss of traditional advertising mediums for community banks, marketing efforts often fall on deaf ears. However, targeting our existing and future customer base in a more direct, creative, and efficient way leads to strong customer adoption and satisfaction, while reminding them of the impact community banks make in our markets. Capitalizing on the visual and emotional impacts of video, Alliance Bank has seen marked increases in product utilization and created undeniable market buzz. Cutting through the clutter in non-traditional ways remains the advertising objective for our overall brand image going forward.



## Alliance Bank Market Reach Through Video 2020-2021



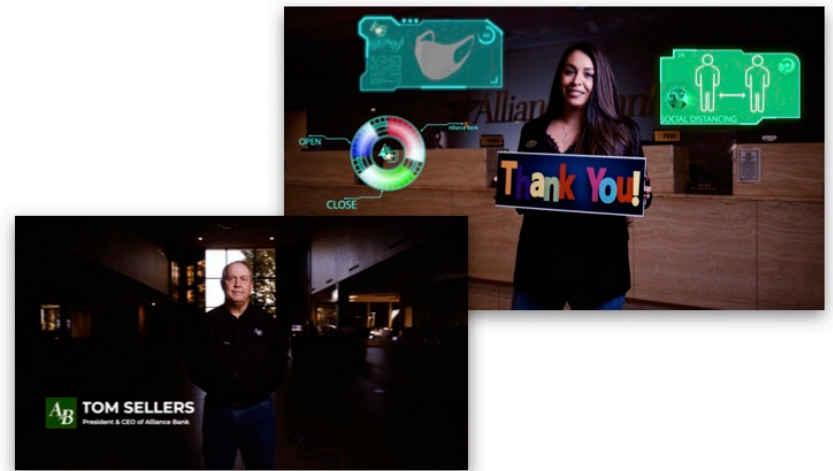
**Market Acquisition Commercial**  
Mount Vernon Market



**Community Involvement Commercial**  
Rockwall Market



**Community Highlight Videos**  
83 individual event videos



**PSA Announcement**  
Customer appreciation video, in lieu of  
in person gathering



**PSA Announcement**  
Alliance Bank COVID-19 Response



**"Growing Up Alliance" Campaign**  
In production, set for late 2022 release

## Online Impression Results

### Through Social Media Campaigns (past 12 months)

Combined results for all online social media marketing through video over the past 12 months are as follows.

Through video presentation **FACEBOOK, TWITTER, INSTAGRAM & YOUTUBE**

**Past 12 months impressions:** 1,571,360

**83 Videos (impressions per video):** 18,932

**Cost of impressions:** 1.2¢ per impression