

Introducing MarketNow—

an innovative program designed to help smaller banks capitalize on opportunity.

Recent events have significantly undermined public confidence in the U.S. banking system. Many view the current state of the banking industry to be a result of the recklessness or incompetence of a number of brand name financial institutions and individuals within those institutions. Because of this eroded trust, many banking clients are reconsidering the institutions and advisors they do business with and are seeking out providers who offer objective advice and transparency.

Translation?

Big opportunity for smaller regional and community banks.



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The challenge smaller banks will now face is most likely the combination of needing both a solid communications strategy and the resources required to execute that strategy. Enter Trinity Communications.

For over 15 years, Trinity has been helping financial clients find balance in order to tackle these challenges. We understand the need to deliver distinct, relevant and compelling messages to target audiences. And more importantly, we understand that many companies are living with the reality of diminishing resources and an increasingly competitive environment.

Whether you are a traditional bank with lending and deposit services, or you want to expand your offering to include investment service, to best capitalize on the current market opportunity requires banks to be thinking through several things relatively quickly:

- Identifying the best target markets among the vast number of dissatisfied big banking clients
- Developing and then applying the right message to both the website and printed materials
- Increasing the engagement of prospects online through content development and traditional awareness building tools

To achieve the above requires internal agreement and alignment of the business, marketing and communication priorities. It also requires resources—both people and funding.

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In order to help small banks with limited resources, Trinity has created a custom program, **MarketNow**, with the following components:

Initial Start-Up:

- An affordable 90-day, one-time effort to help craft the right message and get it into the marketplace via print, online and/or radio advertising
- Generally such a program can run between \$50K – 100K in professional fees, depending upon the needs of the client. Trinity will work with you to determine an appropriate project scope and budget (not inclusive of media or programming costs)

Ongoing Support:

- Updates on key messaging strategies (print and online), and trends and activities affecting the banking and financial behaviors of consumers and small businesses
- Membership in our planned network of collaborative partners offering participation in peer-to-peer dialogues around key experiences, best practices and shared learnings

This unique program offers you the chance to partner with a marketing and communications resource that understands your industry, has insight into your target markets and the creative talent to help you get on the consideration list with prospects. Furthermore, you'll gain access to the collective knowledge shared among your industry peers for maximum efficiency.

If you recognize that real opportunity does exist but currently do not have the creative resources available to help, please give us a call. We'd be happy to discuss **MarketNow** in detail or we can prepare a more customized program suited to your unique needs. Our client portfolio includes Boston Private Bank & Trust Company, Enterprise Bank, Rinet and GW & Wade to name a few. Put this vast experience to work for you and capture more share of the market in these unprecedented times. Our staff of seasoned account managers, copywriters, designers and media experts are ready to help you meet success!

To learn more about how to take advantage, please call Dan Logan at 617-292-7399 or email at dlogan@trinitynet.com

Also, visit us on the web at www.trinitynet.com to see what we've done for other banking and financial clients.