



CASE STUDY

Banking On a Better Brand Message: How SJC crafted a comprehensive branding foundation for FSB

Thanks to the ongoing brand consistency and entry into digital marketing, the bank is growing in market share in St. Joseph and the surrounding communities.



FSB (formerly Farmers State Bank) is a community bank headquartered in Cameron, Missouri. FSB has enjoyed a solid history of banking success in small communities, but the bank took on a new challenge when it decided to move into a larger market with the purchase of Midwest Federal in 2013. Instead of holding on to traditional networking practices that worked well in a small community setting, FSB determined to expand their strategy for a bigger market and took a chance on hiring an outside marketing agency for the first time with SJC Marketing.



Challenges

FSB's networking practices were steeped in history. Banking relationships were formed over tee times and drinks. Handshakes solidified deals and growth occurred as FSB lured development directors from their competition. While many of these tactics can still be effective today, FSB was expanding into the St. Joseph, Missouri market, where relationships were not yet built and FSB was relatively unknown. Customers were accustomed to Midwest Federal and the

transition in ownership and brand was not likely to be an easy one.

Operating as a larger entity, FSB needed to take a step back and examine its offerings against that of the competition. Recognizing that the old way of networking was not going to open doors in a market dominated by bigger players, FSB leadership recognized that they needed a facelift, a new approach to the brand and help with marketing.

Solution

After the development of an extensive brand and marketing strategy, SJC worked directly with FSB to start evolving the brand to one that had all the advantages of a small-town bank, but with the strength of a regional financial institution. This included updating the brand, modifying the name and rolling out a new look and feel to the logo. Such a step required replacing every piece of marketing inventory asset, including all signage at each banking location.

SJC also worked to design a whole new online experience, ramp up the advertising activities

to reach the target market, roll out social media and even take the bank into the mobile space with geofencing. SJC saw from customer feedback an interest in online banking and responded by campaigns educating people about the mobile app.

At the same time, a strategy for consistent messaging ensured that every media channel featuring FSB promoted the brand correctly. As a result of these steps by SJC, FSB is making waves in the bigger market, forming new partnerships and driving conversions that were previously out of reach.

Results

FSB now has an entirely new brand message, including an updated name. The financial institution also has an updated look and feel that makes them more attractive to the consumer of the 21st century. This includes a responsive website with user-friendly navigation and online banking access. FSB also offers mobile banking with consistent marketing to demonstrate they've met the current needs of a growing consumer base.

Thanks to the ongoing brand consistency and entry into digital marketing, the bank is growing in market share in St. Joseph and

the surrounding communities. Along with its Kasasa product and SJC Marketing expertise to ensure the FSB brand is promoted in all channels, client conversions continue to grow as a new audience is learning how FSB can cater to their banking needs.

Growth in social media, digital advertising and mobile campaigns demonstrates the FSB brand is making an impact on the region. With new clients signing up for Kasasa accounts on a regular basis, FSB is enjoying a strong return on its marketing investment.



About SJC Marketing

SJC Marketing is a full-service agency staffed by creative professionals specializing in every aspect of marketing, from strategy and content marketing to social media management, web design and video marketing. The agency began as many small businesses do, gathering around kitchen tables and at coffee shops as the surrounding community began to recognize a reputation for quality work and unique ideas. Today, SJC Marketing has two locations in the Kansas City area and serves clients locally, across the country and internationally.

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