



**NEFMA**

New England  
Financial Marketing Association

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**NEW HAMPSHIRE**  
MUTUAL BANCORP

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Cindy Hemeon-Plessner  
SVP & Marketing Officer

2017 FALL CONFERENCE

[WWW.NEFMA.ORG](http://WWW.NEFMA.ORG)

# 4 ORGANIZATIONS. 1 ALLIANCE. 150 YEARS OF HISTORY

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**NEW HAMPSHIRE**  
MUTUAL BANCORP

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1869

1867

2015



**MERRIMACK**  
COUNTY SAVINGS BANK



Alliance formed in 2013

Formed in 2015 from  
MVSB Investment Services & Merrimack Wealth Management



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# WHY FORM AN ALLIANCE?

## Similar cultures

- Community service
- Over 7K hours per year per bank with only 130+ employees

## Similar history

## Similar size

## Separate footprints

Both strong & healthy and wanting to be around for another 150 years

Share resources for efficiency, ability to grow products & services, employee growth



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# CHALLENGE IN 2017

Two new branch openings

One per bank

Outside traditional footprints

How do we carry the brand into new areas?

- Advertising the brand – 2 + years in advance
- MVSB – Loan Production office
- Merrimack – Micro branch on 193
- Traditional grand opening plans
- Build on our brand as partner in community



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# COMMUNITY SUPPORT

Thousands of hours of community service

Scholarships at all areas we serve

MVSB Fund / Merrimack County Savings  
Bank Foundation

Donations & Sponsorships

- Selected by branch staff
- Multi-region (the majority) handled by Marketing and the appropriate Bank president

Non-profit checking

Sharing the message

- Cash envelope stuffers
- Digital signage – inside & outside the branch
- Branch community boards

IOLTA



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# ANNUAL FACEBOOK CONTEST

1 x per year at each bank

Local schools send descriptions of how they want to spend the \$3000

Community votes via Facebook

Voters can also win prizes

Past topics

Techology

Arts

Health



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What's not to "like"?

Visit our Facebook page to vote for a local school district to win a \$3,000 health and wellness grant and you can enter to win a FitBit® Blaze Smart Fitness Watch for yourself.

Ask us for details.

Member of FDIC





## Which nonprofit enriches Hooksett the most?



Vote for your  
favorite to  
win \$1,000.



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# MODE

## Ballots

- Mailed to all local non-profits, and to every business and person within 2 miles of the new branch
- Facebook
- Newspapers
- In branch

## Voting

- 1 month
- In branch

## WIFM

- Voters could win 1 of 3 cash prizes
- Non-profits could win the \$1000
- The branch staff had a slower, steadier stream of traffic than during our grand opening week
- The community aspect of the Merrimack's brand was amplified



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# RESULTS

Honestly, it's a little too early to tell!

For Hooksett

- Over 500 visits to the branch in a month
- Over 200 people voted
- 15 Non-profits, but a clear winner!

Coming soon for MVSBI!

Altering?

Expanding?



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# THINGS TO CONSIDER?

What is your brand?

How can you involve your customers & community in that brand?

Do you want them to come into the branch or have more flexibility?

What is your budget?

- Prize to the contest winner

- Prizes to voters

- Advertising



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# QUESTIONS?

Cindy Hemeon-Plessner

603.223.2718

603.279.9294

[chemeon-plessner@nhmutual.com](mailto:chemeon-plessner@nhmutual.com)

[nhmutual.com](http://nhmutual.com) [millriverwealth.com](http://millriverwealth.com) [themerrimack.com](http://themerrimack.com) [mvsb.com](http://mvsb.com)



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