

# Diversification Vs. Unification

Bringing focus, success and happiness  
to your bank's marketing department

Joe Bartolotta  
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The art of doing twice as much as you should



half as well as you could.

**MULTITASKING**

# Diversification Vs. Unification

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to your bank's marketing department



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## Presentation Outline

- I. Presentation Overview
- II. The Premise
- III. Your Job
- IV. Best Practices
- V. The Remedies
- VI. Questions and Summary



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## The Premise



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## Quality Beats Quantity



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## Less Is More

**"The more you say, the less people remember. The less you say, the greater the profit."**

Francois Fenelon  
16<sup>th</sup> Century Theologian



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## Getting to the Point

The Pythagorean Theorem: 24 Words

The Ten Commandments: 179 Words

The Gettysburg Address: 286 Words

Federal Regulations on the Sale of Cabbage:

**26,911 Words**



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# Your Job



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# Your Job

Competition

Regulation

Innovation

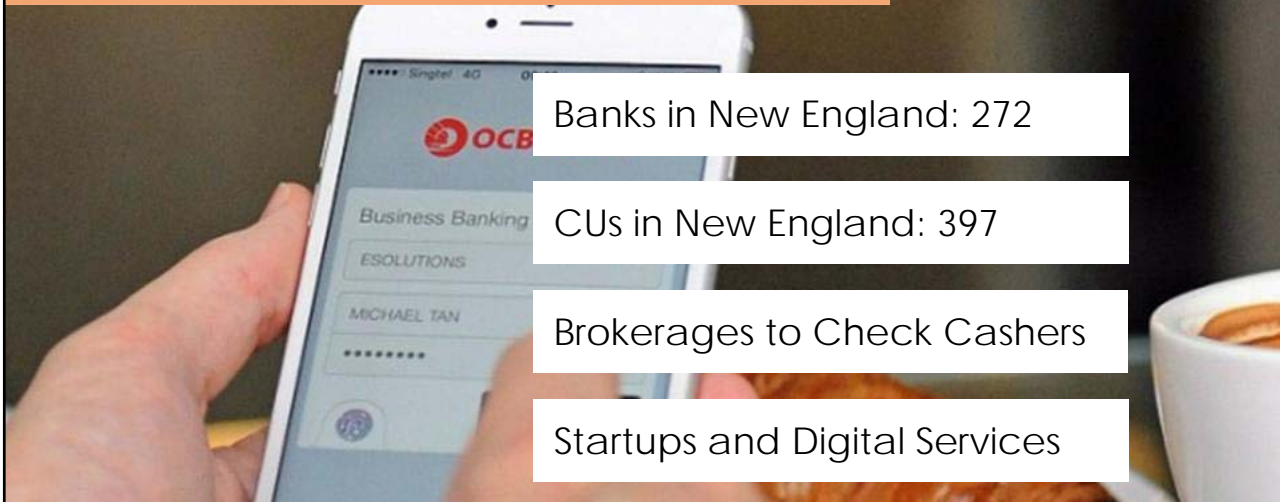
Indistinction



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## Competition



Banks in New England: 272

CUs in New England: 397

Brokerages to Check Cashers

Startups and Digital Services



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## Additional Challenges



Regulation

Innovation

Indistinction



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## Sample Community Bank Strategic Plan



Increase Core Deposits

Grow Mortgage Business

Grow Trust Dept.'s Investments & Profitability

Create Virtual Bank



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## Best Practices



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## An Argument for Focus

**"A lot of brands don't make it because in the process of trying to get many things right, they don't get anything right."**

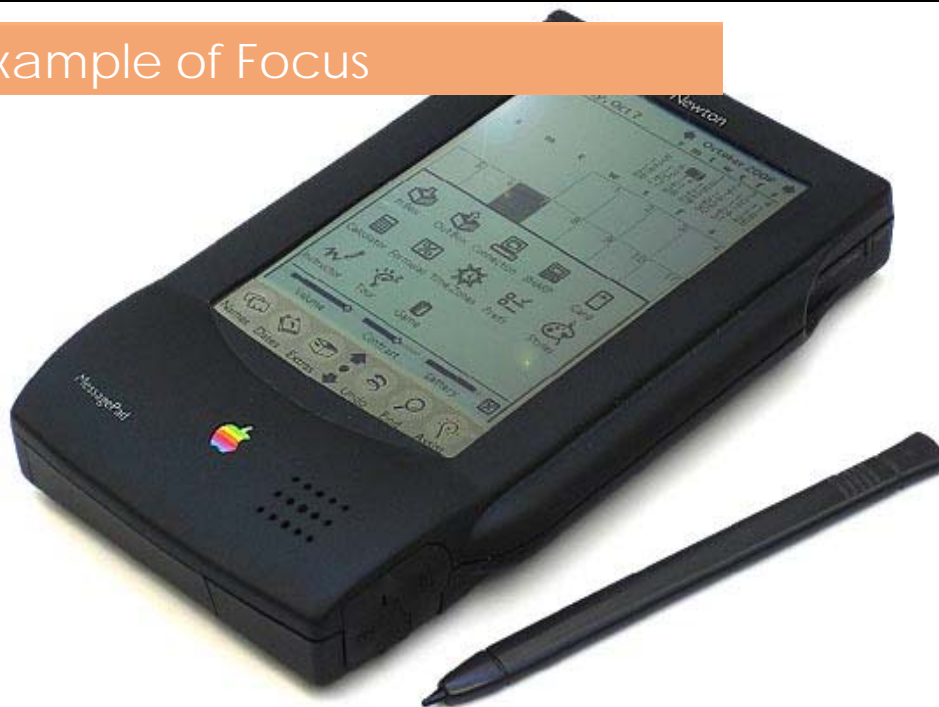
Andy Dunn  
Founder of Bonobos



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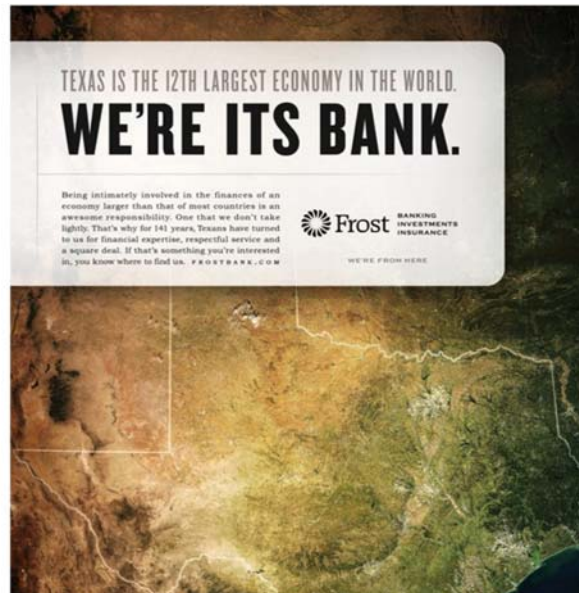
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## An Example of Focus



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## Frost and Texas



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## Applying it to Bank and CU Advertising

Identify your audience

Determine their need

Find the best channel

Deliver message repeatedly & consistently



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## Strategic Planning

Where are we now?

Where do we want to be?

How do we get there?

How do we measure our progress?



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## The Remedies



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## The Three C's for Success

- I. Choose
- II. Collaborate
- III. Cwantify



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## Choosing Wisely

Which will have the greatest impact?

Which aligns best with the corporate strategy?

Pay attention to your instincts

Cost benefit analysis/ROMI



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## Basic Cost Benefit Analysis

Annual Revenue, projected 3 years out

Annual Expense, projected 3 years out

Startup Costs (one-time)

Direct Expenses (annually)

Shared Expenses, i.e. other support areas



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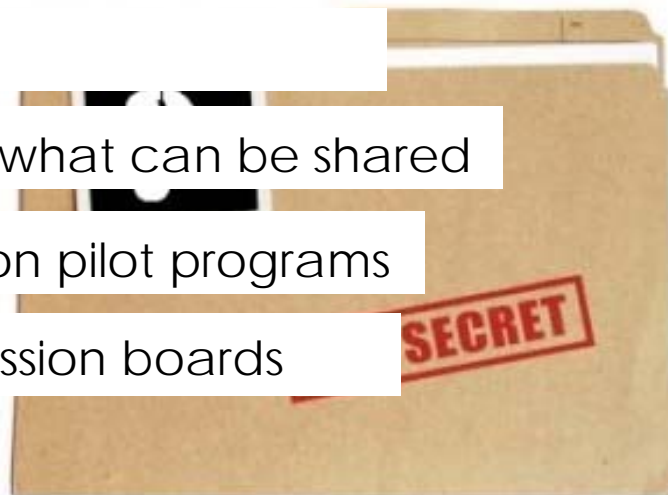
## Collaborate

Identify Peers

Create a policy for what can be shared

Work with vendors on pilot programs

Contribute to discussion boards




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## ABA Bank Marketing Network


RECENT ACTIVITY | ALL | NETWORK | DISCUSSIONS | CALENDAR | MORE ▾

Show: All | Today | This Week




**Re: Bank Milestone Celebrations**  
New Reply posted by Laura about 1 hour ago

Laura said: "We're pretty young too - celebrating our 20 year this year - but we wanted to celebrate our growth and success. Activities target employees ..."



**Re: Community Bank Video - Two More Days to Participate!**  
New Reply posted by David 1 day ago

David said: "Very excited. All videos are now complete (on time!) and now we await the magic from Pannos. In the end we ended up with 20 videos. They r..."



**Re: Outdoor Marquee Policy (EMC)**  
New Reply posted by Juliana 1 day ago

Juliana said: "The boards are not a name brand, we purchase them from Datavision Displays in Colorado. We just ordered a brand new 11mm one (12'x6') and I..."



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## A challenge for large and small banks

***Banks are sold on blockchain,  
concerned about collaboration***

American Banker, March 3, 2017



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Cwantify – Sometimes spelled Quantify



## Popular Business Axiom

“That which can be measured improves.”

“It’s also more likely to earn the Bank  
CEO’s support. And the CFO’s support.”



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# Questions?



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## Summary

Develop Plans with Buy-In  
Aim High  
Learn to Say No  
Your Are Among Friends  
Numbers Rule



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# Thank you

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