

# Take The Next Step To Comprehensive Marketing And Advertising.

By Craig Eversole, The Eversole Group, LLC

One year ago, I had the pleasure of meeting Susan Bowen and Desi Desiderio from DeepTarget. They made the trip to introduce me to the technologies crafted by DeepTarget which could be of benefit to our clients in the financial services sector.

We loved them! And during the course of the past year, as financial service providers embraced cost cuts...often at the expense of marketing and advertising...we partnered with DeepTarget to unveil these programs. Each step of the way, my thoughts were confirmed: technology-based marketing was a terrific supplement to traditional advertising options for banks, credit unions and others in this industry. Indeed, opening new channels for communications between companies and customers can be nothing less than desirable.

And while I remain impressed with DeepTarget's product offerings, I believe that favorable marketing results will be most realized when these products are blended with a traditional marketing approach: one which continues to embrace newspaper, radio, cross-sales items at the point of sale and more.

First, let's review why you should be your financial institution. Here are just a few of the reasons why:

- Improve and polish public perception about your institution
- Cross-sell existing customers into additional relationships
- Compete more effectively and professionally
- Reduce your vulnerability to customer loss
- Position the bank in the marketplace
- Sell products and financial services
- Enhance competitive advantages
- Overcome negative perceptions

If you're reading this article, chances are you know a thing or two about the wonderful products of DeepTarget. Now, it's time to take another step toward a comprehensive approach to your marketing and advertising program, and to do so in a manner which makes great financial sense. The solutions you need at a cost lower than that you've known before and an agency relationship without the issues of a traditional agency.

Therefore, it is important that you look for an advertising agency which understands the Financial Services industry and the generally-recurring needs of the bank or credit union, and then provides the solutions needed cost-effectively.

## About The Eversole Group

The Eversole Group offers a unique and cost-effective option for financial service companies; an advertising program which identifies the generally-recurring needs of the bank or credit union, and then provides the solutions under the umbrella of a low, fixed monthly fee. Unlike traditional ad agency models, our program allows independent institutions to compete effectively and professionally without spending a large amount of money on the creative side. Currently, we work on behalf of nearly 100 community banks and financial service providers across the nation who have come to recognize the value we provide, the responsiveness they need and the professional, polished products which fairly represent them in a competitive mode.

With this program:

1. We provide all camera-ready newspaper ads, civic and charitable ads, ready-to-air radio spots, print-ready brochures, counter cards, statement stuffers, press releases, marketing plans, poster designs, outdoor boards and more...for a low, fixed monthly fee ranging from \$500 to \$1,200 per month.
2. We do not require a contract, instead choosing to earn your long-term relationship through value, responsiveness and results.
3. The Eversole Group's program is endorsed by several state banking associations for the value it provides its members.
4. The professionals at The Eversole Group understand the disclosure, regulatory issues and thinking of independent financial institutions. It's what we do every day.

For more information, please give us a call today at 601.977.5225, visit us online at [www.theeversolegroup.com](http://www.theeversolegroup.com); or drop us a note at The Eversole Group, LLC, 402-A Legacy Park, Ridgeland, MS 39157. It will be our pleasure to contact you immediately.

*"The Eversole Group is the best thing that has happened to our marketing efforts. They can take a small idea I have and develop it into a professional masterpiece. The Eversole Group takes that idea and converts it into a comprehensive campaign with newspaper, radio, posters, statement stuffers and more.... whatever I need. One of the best things I like about working with The Eversole Group is their turnaround time. When I need something quickly, I have it. As everyone knows, sometimes you only have a day's time to get an idea out to the public or meet a deadline. The Eversole Group delivers that responsiveness and relationship. Great value. Excellent work. Complete understanding of community bank marketing...and great people, too!"--*

**Carolyn Valentine, Vice President  
Union National Bank, Barbourville, KY**