



# COMMUNITY BANKERS ASSOCIATION OF ILLINOIS

## Webinar – On-Demand Web Link

### Marketing Series: Advertising & the New Media Mix: What's Right for Your Bank?

Wednesday, August 15, 2018

2 - 3:30 p.m.

Today's marketing staff face a big challenge: expanding the customer base by reaching across diverse demographics using the optimal marketing mix, often with a limited budget. Learn about today's marketing trends, media-buying strategies, appropriate messaging, and trackable return-on-investment metrics. This webinar looks closely at traditional media and the advantages of going digital, along with the real data it provides. You are encouraged to rethink your media-buying strategy in a way that makes sense for your institution. Join us to hear about effective customer-retention strategies, reexamine your unique market areas, and learn how to attract and retain a new generation of customers. This webinar helps you assess the allocation of your advertising dollars in today's fast-paced digital world.

#### HIGHLIGHTS

- The diverse makeup and demographics of today's accountholders
- Review traditional marketing media: print, radio, television, direct mail, billboard
- Digital marketing, terminology, and trends
- Directory listing management and importance of promoting positive reviews
- Return-on-investment terminology and formulas used with digital media
- Campaign trends to help with accountholder acquisition, retention, brand loyalty, and brand awareness
- The appropriate media mix given your marketing budget and footprint

#### TAKE-AWAY TOOLKIT

- Recommended links to learn new digital technologies
- Sample marketing budget spreadsheet
- Allocation of advertising expenditures chart
- Employee training log
- Quiz you can administer to measure staff learning and a separate answer key

**Attendance verification for CE credits provided upon request.**

#### WHO SHOULD ATTEND?

This informative session is designed for financial services marketers, communication managers, social and digital marketing managers, and media buyers.

#### ABOUT THE PRESENTER

**Alexandra Mandell** is the marketing officer of the \$800 million publicly-traded Opportunity Bank of Montana, and has been in the financial services sector for nine years. Before her banking career, Mandell was a journalist who received an Emmy award for *Made in Montana*, a story she wrote and produced for Montana PBS. While working at a premier advertising agency, Mandell and her team received multiple Montana Addy Awards for work related to the healthcare industry, banking, telecommunications, and state ballot initiatives. Along the way, she has developed a robust understanding of media buying and negotiating, media trends, and brand engagement and development. Mandell holds a bachelor's in broadcast journalism and communications and is a graduate of the ABA Bank Marketing School at Emory University, Atlanta. The combination of journalism and banking gives her an advantage with public relations, advertising campaigns, marketing strategy, and creating engaging content media.

#### THREE REGISTRATION OPTIONS

##### 1. LIVE WEBINAR

The live webinar option allows you to have one telephone connection for the audio portion and one Internet connection (from a single computer terminal) to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that allow entrance to the seminar. The session is approximately 90 minutes, including question and answer sessions. Seminar materials, including instructions, PIN number, and handouts are emailed to you prior to the broadcast. You need the most-current version of Adobe Reader available free at [www.adobe.com](http://www.adobe.com).

##### 2. ON-DEMAND WEB LINK\*\*

Can't attend the live webinar? The ON-DEMAND WEB LINK\*\* is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within five business days following the webinar, you are provided with a web link that can be viewed anytime for the next six months. This link expires six months after the live program date.

##### 3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK\*\*

Includes options 1 and 2 above.

**NEW! Listen to the on-demand web link on your iPad, iPhone, or Android. Instructions are emailed to you with the on-demand link.**

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**AFFORDABLE TRAINING, WHEN AND WHERE YOU CHOOSE.**

# REGISTRATION FORM

**Marketing Series: Advertising & the New Media Mix: What's Right for Your Bank? Telephone/Webcast**  
**Wednesday, August 15, 2018 2 - 3:30 p.m.**

**Choose Your Training Option:**

Purchase (Check one)	Training Options <i>(Registration includes one location hook-up)</i>	CBAI Member	Prospective-Member*
	Live Webinar	\$275	\$475
	On-Demand Link**	\$275	\$475
	<b>Special Pricing</b> for Live Webinar & <b>On-Demand Link</b>	\$375	\$575

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**Material Delivery Options**

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**Please note: On-demand link is available five days after the webinar date and expires six months after.**