



MARKETING

Increasing Employee Attraction and Retention with Company Culture

Brett Jackson, Systemax CEO, Systemax Corporation

Marketing isn't just for new leads. These days the competition for quality staff is fierce and we have seen many companies transfer their marketing efforts to employee attraction and retention. As the CEO of Systemax, a branding agency, Brett Jackson will walk you through how to build a desirable culture within your workforce, streamline an efficient onboarding process, and keep your staff engaged and loyal. Because, after all, you are nothing without your team.

Treat Your Website Like a Branch...Because It Is!

Crystal Steinbach, Digital Marketing Director, Mills Marketing

Your website draws thousands of daily visitors, far surpassing physical branches. But do you know their purpose, identity, and origin? Decode the true potential of your website – understand user intent, identity, and origins for enhanced customer experiences and to elevate your bank's brand. Gain insights into leveraging website data to maximize marketing ROI and drive strategic decisions. Discover the crucial data your marketing team should be sharing with leadership regularly. This session will empower you to reshape your website into a dynamic force for brand elevation and strategic growth because your website should be more than a digital brochure.

Keys to Marketing Success in 2024

Jim Perry, Market Insights, Inc.

The emotional and economic impact of inflation is a jarring example of how one crisis, one new trend or one new technology can turn your marketing, and your financial institution, upside down. Only the creative, agile marketer will be able to help their institution stay competitive and connected. This session explores emerging consumer behaviors and marketing trends and sets out three ways to keep your marketing less susceptible to emerging threats in the future.

Customer Journey Mapping

Robert Zondag, Principal - Strategy, Wipfli LLP

Is the customer at the center of your bank and your decisions? Many leaders overlook journey mapping as an effective tool to understand how customers experience their bank. This session aims to help firm leadership refocus teams on the customer.

Hit a Homerun with your Strategic Marketing Plan

Taylor Thoma, forbinfi

We will present a comprehensive guide to elevate your strategic marketing endeavors to unprecedented heights. In our session, "Hit a Homerun with your Strategic Marketing Plan," we will unveil a meticulously crafted 5-step framework designed to propel your brand to success. This strategic blueprint encompasses essential components, including a thorough leadership survey, insightful interviews to gauge brand perception, a roadmap for focused execution, metrics for measuring success, and a seamless strategy for communicating achievements to the bank's leadership. Together, these steps form a powerful arsenal to not only refine your marketing approach but also to provide compelling evidence of its impact to the highest echelons of your organization. Let's embark on this journey toward marketing excellence!

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