

MEMORANDUM

To: Subscribers to *Community Bank Marketing Manual*

From: Sheshunoff Information Services

Subject: Highlights

Enclosed is your 2009 update to *Community Bank Marketing Manual*. This update contains new or revised information on the following topics:

- **White Paper: Bank Marketing in a Financial Crisis.** The current economic situation has led to the public's perception that the banking industry needs government bailouts and is not as safe as the public once thought. That perception must be changed. In the white paper, we discuss marketing tools and the best ways to utilize them in this financial crisis.
- **Delivering Quality Customer Service Products.** Consumer behavior in the purchase of service products varies with the type of service being sought or purchased. We recognize that while services are intangible, the actions taken to produce those services are both tangible and intangible and results in different buying behavior for the different types of services. New information in this update explores the four broad areas of services, which can be broken down into two types of actions taken upon by two types of recipients. (See Chapter 2.)
- **Using Web 2.0 to Market Your Products.** The banking community must catch up to reap the benefits of Web 2.0. Web 2.0 basically describes the 2-way relationship a bank can have with its customers. No longer just a "live chat" function (which, unfortunately, very few banks have adopted), Web 2.0 now encourages and uses feedback that customers provide. This update suggests five ways your bank can use Web 2.0 successfully. (See Chapter 3.)
- **Verifying Customer Identity: Identity Theft and Authentication.** Online banking means that many customers no longer need to visit their institutions. This creates a problem that rarely existed in the past — knowing and identifying your customers. The issue is significant enough that the federal regulators issued guidance for financial institutions. (See Appendix E.)