



## Digital and Marketing Overview

### Digital

- Online customer acquisition - demand generation and conversion of deposit and loan customers
- Product Development - Perfect Fit deposit account; Perfect Fit first time homebuyer mortgage
- Website development and maintenance
- Mobile app development and maintenance
- Search Engine Optimization (SEO)
- Pay Per Click and Display digital ad campaigns
- OTT streaming campaigns

### Marketing

- Branding - development of brand elements, messaging, branding guide, and internal training on brand
- Awareness advertising and sponsorships
- Messaging - creative development, content for customers, shareholders, staff, and board
- Sales support - for three sales teams retail, mortgage, commercial - materials, training, role playing, customer journey emails and library of materials
- Marketing communications – traditional and digital advertising, email, social media, website, mobile app, collateral product information, website
- Corporate communications - annual shareholder letter, speech, quarterly corporate statements, board communications
- Internal communications - intranet
- PR and media relations
- Social media - content development, calendar management, posts and replies, customer experience and service channel
- Events - prospect, customer, educational, and community/charitable

### Strategy

- Growth - digital and geographic footprint expansion
- Product development - Perfect Fit deposit account; Perfect Fit first time homebuyer mortgage, Instant Open online account opening
- Program development
  - First Time Homebuyer Seminar
  - Call center/Customer support center, Fraud response
  - Hybrid work program

### Community

- Charitable donations
- Community needs assessments
- Community engagement
- Financial literacy