



Newsletter December, 2008

MCIF Ideas for 2009

2008 has come and gone! Many times we wish we could have done more. Don't let that happen next year! Check out some simple ideas that can get you started in the right direction for 2009.



Growth in 2009 will require more from Marketing next year. How will you deliver it? Make it your New Year's Resolution to get more out of your MarketTrax system! We can help. Here are 8 simple ideas that will allow you to improve the usage of MarketTrax. Concentrate on a couple of these ideas and you will be able to show some great results. Need more help? Count on your GoMarquis Team to help make it easy for you. **Marquis** is your solution for better and more effective marketing!

✘ On-boarding

Consider creating a simple on-boarding program to further introduce and cross-sell your newest clients into your institution. Most of them come to you for a very specific product. It is your responsibility to broaden their horizon and show them what you have to offer. Always offer a checking account to non-checking account holders. After that, it could be a series of mailings from other deposit products (such as low-cost deposits – savings accounts) to consumer loans, HELOC's and mortgage loans. Remember, you want them to think of YOU first when the need arises. Keep it simple and it will be easy to manage!

✘ Up-sell Single Service Households

Identify the household relationships that only have 1 account. Try to further break this group out by age, product, and balance. This will allow you to target market other products. Furthermore, provide a list of clients by branch and have a customer service representative contact the client and discuss opening another account. By utilizing the MarketTrax next most likely product, callers can make this phone call a soft sell while further creating loyalty with your customers.

✘ Research Household Profitability & Retention

Who are your most profitable relationships? What products do they have with you? What balances do they carry? MCIF research proves that a small segment of your clients deliver all of your profit. Identify them and keep them. Build a retention strategy that involves an officer calling and unique events that forever tie these important relationships to your institution.

X **Create Look-A-Like Profiles**

Have you ever heard the saying “birds of a feather, flock together?” It is true even for your customers. Create look-a-like profiles. This will help you market products and services to people who you have had success with. Why re-invent the wheel when you don’t have to. Look at age, product combinations, balances, profitability, and proximity to branch. If you have appended demographics, you can be more specific and include household income, and other values. Keep in mind; look-a-like profiles work on prospects as well.

X **Track your Marketing Campaign Results**

Let the MarketTrax do the hard work for you. Identify your target group and create a campaign so the system can automatically track the results of your marketing group. You will be able to report on number of responders, what they purchased, how many dollars they brought in, as well as identify the ROI on the campaign. You can even track other products they purchased. Now you can say “the proof is in the pudding!”

X **Analyze Household Demographics for Product Gaps**

If you don’t already have an appended demographic file, get one! It is an easy way of adding some great information on customers such as household income, presence of children, renter/owner, and age components to help identify product needs and product usage. You may realize your product offering does not meet your customers’ needs.

X **Look at Household Proximity to Branch Location**

Find out who lives within 2 miles to 3 miles from your branches and is unprofitable. Households living close to your branches tend to use you more. Create a targeted marketing campaign to those individuals with a goal of selling them other profitable products and services.

X **Share your Information with Other Departments**

’Tis the season! Share your data with other departments such as finance/accounting, branch managers, operations, sales managers, etc. MarketTrax provides a wealth of information. It allows you to identify your most profitable relationships, segment your households, look at product usage, track new accounts by # and \$’s, identify what your attrition is, track campaigns, and much more! How can other departments use this Intel?

X **Consulting Corner**

Need help with further ideas on how to use MarketTrax more effectively? We can assist you in a variety of ways. Our team of experts will identify the best usage based on your institution’s strategic objectives. Please contact us at sales@gomarquis.com if you’d like to make 2009 an even bigger success.

Our Support Team, GoMarquis Team, and Consulting Team can help you with basic concepts as well as detailed projects. Call us at 800-365-4274 for any questions you may have. **From all of us at Marquis, we wish you and your families a safe and happy holiday season and a successful 2009!**

Sincerely,

MARQUIS