



## Newsletter July, 2009

### Top of Mind Awareness

Top of Mind Awareness is a way to measure how well brands rank in the minds of consumers. During turbulent times it is important to generate and maintain Top of Mind Awareness with your customers and community. Better CRM practices and techniques typically help achieve a higher Top of Mind Awareness with your clients. We can help you stay on your customers' minds!



As much as we encourage you to do more marketing, budgetary constraints don't always allow this to happen. How can you create Top of Mind Awareness for your clients when the purse strings are tight? During this economic downturn, consumer behavior is changing. Do you know what influences your customers? Keep a keen eye on your top clients. Even in these bleak times, there are opportunities for financial institutions and for you. **Marquis** can help you identify your top clients and create Top of Mind Awareness to help you emerge stronger than before.

### Creating Top of Mind Awareness

#### ✗ Identify the Characteristics of your Top Clients

150%+ of your profits come from the top 10% of your customers. These are the ones that pay the bills, send you referrals, and continue to buy from you. Let them know that they are important to you. MarketTrax and Executrax can help you identify those clients. Then take a look at their demographics. Create look-a-like profiles to help you to target people with similar characteristics in the future.

#### ✗ Identify what Influences your Top Clients

The easiest way to find out what or who influences your top clients is to invite them to your bank. Have a luncheon for them catered by a local business. Use them as your focus group to identify their needs, their concerns, and what they would like to see from their financial provider in the future. Showing that you are involved in their lives creates Top of Mind Awareness. Armed with your new information, make sure you have the infrastructure to provide value to these clients through personal officers, better product selections, more online features, etc.

#### ✗ Network

Be bullish! Send a strong message to your community! Show them that your bank takes care of their customers, you are financially sound, and will make it

(and help them) through the tough times. Target market to your look-a-like peer group and capitalize on what makes you so different from your competition. Show them that the pastures are greener on your side of the fence! referralTrax and CallTrax can help you execute Top of Mind Awareness.

 **Consulting Corner**

Need help creating Top of Mind Awareness for your clients? We can help you create strategies that will help be bullish. Our team of experts will customize strategies just for you. Please contact us at [sales@gomarquis.com](mailto:sales@gomarquis.com) today!

Our Support Team, GoMarquis Team, and Consulting Team can help you with basic concepts as well as detailed projects. We are here to keep you moving in the right direction! You can call us at 800-365-4274 for any questions you may have.

Sincerely,

**MARQUIS**