



## Newsletter March, 2008

### Vision 2008

Marketing has seen a big shift in responsibilities over the past years. It has gone from a fonts and colors department to providing insight into trends, strategies, and profits for the financial organization. How do you continue to provide cutting edge ideas and strategies to your senior management? We can help!



In the past decade or two, the marketing department has taken on a new role due to competition. Marketing has transitioned from newspaper ads, creating statement stuffer In the past decade or two, the marketing department has taken on a new role due to competition. Marketing has transitioned from newspaper ads, creating statement stuffers, and writing newsletters to building a marketing plan that coincides with the business plan of the financial institution including product development, strategies for growing loans and deposits and profitability. MarketTrax, CallTrax, and ExecuTrax are tools to help you provide that information. With increasing job responsibilities, it is harder to come up with new ideas, motivation, and inspiration.

**Marquis** has all the resources you need to help you maintain and grow your competitive edge.

### Where to turn to?

#### ✂ Industry Trends

For the 11<sup>th</sup> year, **Marquis** is hosting The National Conference on Marketing. This year's event is in Las Vegas, NV from April 23-25<sup>th</sup>. Please be sure to make your reservations before March 28<sup>th</sup>. Come join your peers and experience a truly unique event! Nationally recognized speakers will provide you with the latest industry trends, ideas and actionable items you can implement immediately. For registration and information go to [www.gomarquis.com](http://www.gomarquis.com) and select the "Event" option.

#### ✂ Resources

Need some ideas? Make sure you have a login to the [www.gomarquis.com](http://www.gomarquis.com) website. A wealth of information awaits you there under the user section of MarketTrax. Explore the "Frequently Asked Questions" section to find information on "What are the 10 Best Ways to

Use My MCIF/CRM system" to "How do I determine my attrition rate." Don't feel like recreating the wheel? You don't have to! We have collected the Best Practices from clients over the past years. This is a great resource for you to see what others have done. The "Documents" section contains research and education information. Download the Training.pdf, User Guide, or the top monthly reports you should run. The "Software/Updates" section, allows you to get the latest software updates with just a click of a button!

### Peers

Users Groups are great resources. Most of these groups meet on a quarterly basis to share ideas, thoughts, and "how-tos." If you are not currently part of a Users Group or would like to start a Users Group, contact [alexab@gomarquis.com](mailto:alexab@gomarquis.com) for availability and assistance.

### Consulting Corner

Most financial organizations have "Improving Their Sales Culture" as a goal for 2008. Our consultants have experienced the good, bad and ugly of what works and what doesn't during this process. Don't make this process any more time consuming or difficult than it needs to be. Contact us at [mconsulting@gomarquis.com](mailto:mconsulting@gomarquis.com).

### Training Corner

Marquis is here to help you elevate your usage and knowledge of MarketTrax. Go to the "Events" section of our website at [www.gomarquis.com](http://www.gomarquis.com) to download a 2008 training schedule, upcoming webinar sessions, e-College events, and information on the upcoming National Conference on Marketing in Las Vegas.

Our Support Team, GoMarquis Team, and Consulting Team can help you with basic concepts as well as detailed projects. We are here to fulfill your vision for 2008 and the years to come. You can contact us at 800-365-4274 for any questions you may have.

Sincerely,

**MARQUIS**