

Incentive Marketing News for Financial Institutions

Issue: #1

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Thanks for taking the time to read our newsletter! I am thrilled to share with you exciting new ideas and trends happening in the incentive marketing world. We've been working with several new and existing manufacturers to bring you the best pricing and product innovation available. River Rock Marketing's goal is to offer not just gift options, but gift recommendations that fit YOUR market.

So, starting this month and throughout the year, we will share with you incentive-based retention, acquisition, and cross-sell strategies that are uniquely designed for financial institutions. We understand that you're having to do more with less, and River Rock's mission is to support your incentive marketing needs in any way possible. One of the ways you can help us accomplish this is by taking a few minutes to fill out our survey. We want to understand your challenges and seek ways to help you win in the marketplace. I look forward to talking with each of you about how we can best support your incentive efforts this year and for years to come. As always, I welcome the opportunity and want to partner with you as your incentive solution provider.



Thanks!
Shannon DeVilbiss

NEED A NEW GIFT IDEA?

Introducing the Reusable Water Bottle!

Looking to motivate your customers to sign-up for e-statements? Looking for a unique and environmentally-friendly gift for your upcoming incentive program? Look no further than the innovative reusable water bottles offered by River Rock Marketing.



Whether it's the Sip-n-Go™ Reusable Water Bottle, the Vapur® Anti-Bottle, or the Foldable Water Bottle, you can be confident in the value and performance of this BPA free item.

These lightweight and portable water bottles are reusable and made in the USA! There are a ton of great features packed into these bottles, including:

- Foldable - rolls up to fit in the palm of your hand or for easy storage.
- Washable - dishwasher safe on the top rack for easy cleaning and maintenance.
- Freezable - want your beverage frosty cold? No problem!
- Attachable - each bottle comes with a handy carabiner so you can clip it on just about anything!

This product shows your customers that you care about saving the environment and helps them feel green and be green simply by reusing it.

COMMUNITY BANKS AND CREDIT UNIONS NOW HAVE EDGE AGAINST BIG BANKS

With the Dodd-Frank act taking hold, many financial institutions are looking at their non-interest income and wondering if free checking is such a good idea. The big banks - Chase, Bank of America, Wells Fargo, Citi - have terminated their truly free checking accounts. As community banks and credit unions determine their strategy, here a few ideas to ponder.

What Do Consumers Want?

Simply put, customers want free checking. According to the Raddon Report, 39% of consumers would switch from their financial institution if free checking were not offered. Consumers have been conditioned not to pay monthly fees, and their dissatisfaction with paying for full-service accounts creates an opportunity for community banks and credit unions to steal market share.

How To Win

Community banks and credit unions are uniquely set up to win in this environment. If you look back at the Raddon Report, the second most popular reason people would switch to another financial institution is service (35%). As the swell of anti-national bank sentiment continues, free checking can become the motivating force to action. Coupled with better service and more competitive products, community banks and credit unions only need a spark to get the customer to look their way.

The Keys To Winning With Free Checking

With the reduced non-interest income, how do financial institutions maintain their historic profitability in their free checking base?

- **Acquire more customers from big banks** - The race is on as customers start migrating from national banks. Many bank experts estimate that the large national banks average 4,000 to 5,000 checking accounts per branch location. Community banks only have around 1,000 per location. Adding on free checking customers with the same fixed cost structure provides increased profitability on the incremental growth.
- **Cross-sell into other products** - Most financial institutions have plenty of opportunities to improve their cross-sell strategy. Owning the pole position in servicing car loans, home mortgages, etc. provides a boost in profitability that makes free checking a simple and effective revenue driver.

How Do I Make This Work For Me?

If the winning solution for free checking is more of them and better cross-sell targeting, then the question that begs to be answered is "How do I start winning with free checking today?" The answer? Incentive marketing. Incentive marketing is time tested, easy to implement, and cost effective. The opportunity to convert switching customers is now. It's important to remember that the entire reason they are switching from the big banks is they want **FREE!** Quality incentive merchandise targeted to bring in additional free checking customers is a strategy that works, and one you can implement immediately. Cross-selling with incentives will improve your conversion ratio and drive ROI in no time at all. If you are ready to capitalize on this unique opportunity, call River Rock Marketing today. Our product team is constantly sourcing the most innovative and desirable gifts that reel people in. Give us a call today at 817-488-3901.

RIVER ROCK MARKETING SERVICES EXPANDS TEAM

Shannon DeVilbiss Joins as Executive Vice President with Focus on Incentive

Marketplace Differentiation

For financial institutions looking to gain an edge that will differentiate themselves in the marketplace, River Rock Marketing Services' newly appointed Executive Vice President, Shannon DeVilbiss, says product knowledge and research are essential for incentive promotion success.

As an expert in incentive marketing to financial institutions for more than seven years, Shannon has been responsible for helping both national and regional financial institutions to create successful customer acquisition and retention programs. At River Rock Marketing, Shannon will be responsible for providing gift "recommendations" and incentive marketing strategies to boost customer count and cross-sell opportunities. Shannon has deep experience in working with national merchandise vendors to provide innovative product offerings that are desirable to the consumer and reliable for financial institution promotions.

River Rock Marketing Services is known for its on-time delivery, great customer service, and inventory management capabilities. With the addition of Shannon DeVilbiss to the team, River Rock Marketing has greatly expanded its incentive marketing and financial services industry knowledge.

Thanks for taking the time to read our newsletter. If there is any way we can help you improve the performance of your marketing promotions that will result in better profitability for your institution, please call me at (817) 488-3901! Feel free to visit our website at <http://www.riverrocksvcs.com>

Sincerely,

Shannon DeVilbiss
River Rock Marketing Services