

## Marketing Survey

Banks provide essential services to communities. A better understanding of what the Bank hopes to accomplish will assist in determining how a digital display system such as AdQue can be integrated. With experience in the financial marketing industry since 1998, we have found many correlations between placement and timing of messaging and the actual message the customer walks away with. Knowing what the Bank wants to achieve helps to identify the items and locations which will allow for the most success.

Common goals in Bank marketing are: 1) to gain new customers, 2) to offer additional products and services to existing customers, and 3) to bring customers back into the branch. By finding a connection between current marketing goals and the options within a branch, new potential arises for how to achieve those goals. For instance, how would you connect the desire to bring customers back into the branch with an open lobby area?

The following are typical questions that will help focus marketing goals and present possibilities within a branch. These questions should be addressed during the discovery phase to create the best digital signage solution.

1. Is the Bank a Community Bank or a large Regional Bank?
2. How large is each branch?
3. Are any branches in retail locations (malls, grocery stores, Wal-Mart, etc.)?
4. How long are lines inside the branch and at the drive-thru?
5. When are lines most likely at each? (days and/or times)
6. Is there 2-way video at the drive-thru?
7. How many teller positions are there?
8. How many teller positions are typically in use?
9. Are the teller stations traditional or “dialogue banking” (pods)?
10. How is the queuing line configured?
11. Is there an ATM in the vestibule or entrance that is accessible after hours?
12. Is there a check writing station that is used frequently?
13. Are there designated waiting areas for different services?
14. Is there a coffee bar?
15. Is there a “lounge” waiting area with TV?
16. Is cable or satellite TV important for broadcast news, sports, etc.?
17. Are there existing displays in the lobby?
18. Are rate boards used?
19. Is there a common data source for rates?
20. Is online banking stressed?
21. Are there internet kiosks in each branch?
22. Is self-service coin currently provided?
23. Is there a CRM or MCIF system in place?
24. Are regular mailings sent to customers or the community in general?
25. Are large posters or light boxes currently in each branch?
26. Are “take away” brochures regularly created and changed?
27. Are TV or radio ads produced and run?
28. Do messages (training, HR, marketing, news, etc.) to tellers and branch managers need to be coordinated?
29. Are Tellers aware of new campaigns, mailings, services, etc.?

These questions should not be looked at as an all inclusive survey, but as talking points to bring up new discussion ideas. This thought process will create distinct connections and new opportunities for a branch.

## AdQue® Support

Behind the color, the drama, the action of the display screen and fixtures, resides the true heart of the AdQue® system.

It's what audiences don't see that our clients rely on everyday.

AdQue® is about service and that translates into being supportive and accountable in every aspect of concept, design, fixtures, hardware, software, installation, screen graphics, training and maintenance.

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