

PICA9

Regional Bank System Creates Touchless Marketing Workflow

with CampaignDrive™





The Background

With 39 branch offices in six states and loan operations in an additional 13 states, this regional bank faced a complex marketing operations challenge: How to help branch managers and loan officers achieve the marketing agility they need to respond to opportunities and competitive threats in their local markets, while ensuring that the brand voice continued to gain the consistency and visibility required to improve brand equity over time.

The Challenge

The future-state vision was to create a true, one-stop shop for all local marketing and sales activities, where local users could find the materials they need in a matter of seconds, and download them for immediate use or customize content where appropriate.

The range of materials envisioned was impressive: from social media and content marketing, to brand advertising and identity materials, to in-branch signage, teller mats, counter cards and other point-of-contact materials.

Project Goals



Create a one-stop shop for marketing materials, including social, digital, and print tactics.



Demonstrate the cost-savings generated by use of the system and the load reduction on the creative team.



Blend static assets and dynamic templates to achieve the optimal mix of marketing efficiency and brand integrity.



Train branch and local personnel on site functionality to maximize user adoption

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The Solution

Supported by the CampaignDrive platform, the brand-management team was able to make the journey from vision to reality in less than three months.

Project Results



100% user adoption in first three months post-launch.



50/25/25 balance between static assets, dynamic templates, and free-form Word and Powerpoint templates.



Re-use rate for assets now on track **to exceed 400% annually**.

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CampaignDrive gives our corporate marketing team the necessary controls to drive meaningful content downstream to our sales teams while allowing us to maintain compliance.

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To learn more about Picag's local marketing platform CampaignDrive, visit [**www.picag.com**](http://www.picag.com).