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# A Balancing Act:

MEET LOCAL MARKETING NEEDS  
AND MINIMIZE REGULATORY RISKS

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A CASE STUDY IN THE FINANCIAL INDUSTRY

vya

**BALANCING ACT** ···

Meeting local marketing needs and minimizing regulatory risks. Here's how one bank overcame marketing operational challenges and developed a strong, effective approach to local marketing. ···

## Industry Overview

Marketers in financial institutions often face a variety of challenges and obstacles that must be overcome in order to reach local consumers and meet business goals. Compliance and regulatory requirements must be satisfied, local marketing campaigns must be relevant and easy to implement, and local sales teams need to be adequately supported and trained on executing campaigns.

At Vya, we partnered with a large, regional bank facing these same challenges.

The bank operates more than 1,400 branches and 12 states across the Midwest and Southeast, providing consumer and business banking and investment advisory services.

# The Need

## MEET LOCAL MARKETING DEMAND WITH COMPLIANT AND COMPELLING MATERIALS

The marketing and executive teams discovered local branches were creating and sharing their own unapproved marketing materials based on local consumer feedback and needs. This posed major mission-critical problems for the bank, including:

- 1 **LACK OF BRAND CONSISTENCY**
- 2 **COMPLIANCE AND REGULATORY EXPOSURE**
- 3 **INEFFECTIVE LOCAL MARKETING**
- 4 **MISSED CROSS-SELL OPPORTUNITIES**

The bank wanted to work closely with the local sales team to ensure they had the necessary tools and training to share messages that would resonate with consumers and motivate them to purchase. These messages, however, also had to be branded and compliant.

# The Solution

## A STREAMLINED APPROACH TO SIMPLIFY LOCAL MARKETING EFFORTS

We worked closely with the bank to create an easy-to-use, effective marketing resource management system that met their needs. Our web-based MRM technology delivered the following:

### 1 AN ELECTRONIC APPROVAL PROCESS TO HELP REDUCE COMPLIANCE RISKS

One of the bank's greatest needs was to ensure local marketing campaigns met brand standards, and more importantly, adhered to compliance regulations. Our system helped streamline and automate the approval process so marketing and legal could quickly and easily review, approve or request changes for any materials created in the portal. Not only did this provide an electronic paper trail to use in case of an audit, but it also simplified the approval process by keeping close track of materials — all in one location.

### 2 EASY-TO-USE, CUSTOMIZABLE TEMPLATES THAT EMPOWER BRANCHES AND DRIVE SALES

The bank wanted to ensure branches and local mortgage loan officers had the tools they needed. Initially, we created 12 templates to support mortgage products. These included brochures, posters, postcards and more.

Sales contacts could customize specific areas: contact information, demographics, life stage and more. Once local sales customized templates, the materials were sent to marketing and legal for review and approval. When materials were finalized, Vya handled printing and distribution.

This was such a successful effort that the program has since been expanded. We now work across multiple lines of business within the bank to provide compelling and persuasive marketing materials for local consumers.

### 3 BRAND-CONSISTENT, COMPLIANT COMMUNICATIONS

Not only did the bank need to ensure compliance, but they needed to make sure local branches were properly representing their brand to consumers. This was especially critical as the bank rolled out a new rebranding initiative across all markets. Templates and approval systems helped ensure local branches were using the correct logo, colors and messaging to reach consumers.

### 4 CLEAR INSIGHT AND EFFECTIVE MANAGEMENT OF LOCAL MARKETING BUDGETS

Local sales teams needed budgets in order to implement the new local marketing campaigns. Vya's marketing resource management system offered a streamlined and effective way to assign, approve and track local marketing spends across channels.

### 5 COMPREHENSIVE SUPPORT AND TRAINING

We worked closely with the bank to develop and offer regular training to help encourage staff to utilize the technology. Monthly and on-going training was, and still is, made available for users to help them navigate the system and use it for all it's worth.

Our team also hosted and managed the system, helping minimize IT resource and maintenance.

“ VYA FILLS THE IT GAP THAT EXISTS IN OUR COMPANY TO FULFILL MARKETING AND COMPLIANCE ISSUES SO WE CAN CONTINUE TO PROVIDE OUR SALES TEAMS THE RESOURCES THEY NEED. ”

SOURCE: MARKETING DIRECTOR,  
REGIONAL BANK

## The Results

### DRIVING SALES WITH COMPELLING, LOCALIZED MARKETING MATERIALS

We're proud of our efforts and dedication to the bank, helping them overcome key marketing operations challenges. Vya's MRM system, powered by our people, has helped the bank:

- Ensure brand consistency
- Minimize compliance and regulatory risk
- Engage local branches
- Increase local marketing campaigns
- Assign, track and manage local marketing budgets
- Encourage user and system adoption



Learn more about Vya's solutions, systems and print services.  
Visit [vyasystems.com](http://vyasystems.com) or call **+1-800-426-7921**.