

Third Coast Bank

Financial Services / INDUSTRY

Humble, TX / LOCATION

Ginger Kimbrell / VP OF MARKETING & DEVELOPMENT

BUSINESS IMPACT

30% Increase in New CD Investments

Third Coast Bank (TCB) generated millions of dollars in new CD investments during its campaign with Hearst Media Services Southeast Texas (HMSSETX).

138 New Accounts Opened in 3 Months

TCB experienced an influx of new consumer business in the first 90 days of its campaign by promoting its area-leading CD rates through HMSSETX.

OVERVIEW

Business Challenge

Established in 2008, community-minded financial institution Third Coast Bank (TCB) carved out a niche with its commercial banking capabilities and quickly grew to seven branches across southeast Texas. To maintain this impressive growth rate, TCB developed a marketing strategy to raise deposits. TCB kicked off this initiative by setting an aggressive growth target to pilot its new high yield CDs in Beaumont, TX. In order to ensure its ambitious CD campaign was a success, TCB needed a partner that could build consumer awareness for its brand and drive measurable results to achieve its ambitious goal.

Campaign Strategy

Utilizing its extensive local knowledge and suite of marketing services, HMSSETX built a strategically sequenced campaign for TCB to launch its CD pilot. The campaign started with several bold print ads running each week in Beaumont Enterprise, which built awareness with 30k+ weekly readers. HMSSETX then rolled out targeted display ads on local sites including BeaumontEnterprise.com and delivered a series of timely emails to an audience with a demonstrated interest in financial services. The campaign, along with real-time performance reporting and analysis, helped TCB achieve its growth goal within just three months of the pilot launch.

PRODUCTS



PRINT
ADVERTISING



NEWS SITE
DISPLAY



AUDIENCE EXT.
DISPLAY



EMAIL
MARKETING

CAMPAIGN ELEMENTS

Print Advertising

As the #1 print media in SE Texas, HMSSETX's newspaper portfolio was the ideal channel to lead TCB's ambitious CD promotion. Flagship newspaper Beaumont Enterprise provided TCB with a platform to reach over 30k readers across its Main News and Sunday Business sections. Ads ranging from quarter to full-page sizes ran multiple times each week and featured powerful offer-driven messaging to promote TCB's high yield CDs. TCB also extended its audience with the Main News section of HMSSTEX's Hardin County News publication. This weekly paper reaches young families with steady incomes in Lumberton, a fast-growing and highly-desirable area of SE Texas.

THIRD COAST[®] BANK SSB
Celebrating 10 years

HIGHEST CD RATES AROUND
2.35% APY for 14 Months
2.65% APY for 26 Months
Minimum \$25,000 to qualify
2 Local Branches to serve you

CONTACT US!

Branch Locations
www.tcbank.com

Beaumont Bank
The Oaks Shopping Center
229 Dowlen Road, Suite C
Beaumont, Texas 77705
(409) 861-2700

Midland Bank
2001 Turtle Creek Drive, Suite 115
Fort Worth, Texas 76162
(409) 527-8230

Lobby Hours:
Monday - Friday
9:00 a.m. - 5:00 p.m.

Disclosures: Promotion will run at the stated rates. APY (Annual Percentage Yield). A minimum deposit of \$25,000 in new money is required to qualify for CD with no maximum. A penalty will be imposed for early withdrawal before maturity. Interest earned on daily collected balances and paid each statement cycle. Offer subject to cancellation without notice and cannot be combined with any other offer. Not valid for brokerage accounts.

Display Advertising

HMSSETX reinforced TCB's powerful print messaging with sleek display ads on BeaumontEnterprise.com, which reaches a highly educated audience with above-average incomes. Additionally, HMSSETX distributed TCB's ads across a premium network of partner websites targeting consumers that fit TCB's ideal demographic profile. This approach pinpointed neighborhoods surrounding each TCB branch and select SE Texas zip codes. HMSSETX also targeted consumers using online browsing habits, including searches for CD rates, investments, and other financial service related websites.

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Email Marketing

HMSSETX's email strategy employed proactive and continued messaging to deliver TCB's CD rate promotion to two distinct groups. The offer was first emailed to a target audience within select SE Texas counties using criteria such as high income levels and a demonstrated interest in finance and investment opportunities. The second audience consisted of consumers with the same income and interests as the first, but who lived in a tight radius surrounding two key SE Texas zip codes. Recipients from both audience groups opening the initial email triggered a second follow-up email to increase engagement and response.

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*Ads shown above were part of a limited time promotion. Rates published in these promotions are no longer valid.



"The Hearst team made all the difference in us hitting our CD promotion goal in Beaumont. We couldn't have been more impressed with the level of service and results!"

GINGER KIMBRELL | VP of Marketing & Business Development

