



Optimal Bank Marketing™

Optimize the effectiveness of your Marketing Department!

- **Cut your advertising budget**
- **Improve your marketing effectiveness**
- **Set your bank apart from the competition**
- **Make every marketing dollar count**
- **Eliminate campaigns and practices which do not drive revenue**
- **Identify and focus on your profitable customers**
- **Increase per-customer revenue and profit**
- **Cut your training budget**
- **Build your customer relationships**
- **Increase your marketing ROI**
- **Improve your Bottom Line**

Subscribe to OBM™ by Alexander Group, and receive:

- Professional, experienced, live support for your marketing department
- 3 business day turnaround on initiative reviews
- Evaluation of current materials, marketing initiatives and advertising budgets
- Creation of neural science drivers for your products and services
- Identification and evaluation of your target market
- Creative support
- Low cost training
- A rifle approach to marketing
- Customer-centric marketing methodology
- Customer Engagement
- Employee Engagement
- Loyalty Marketing
- Departmental Branding
- MBO
- All ADvantage-SOLution™ services at discounted rates
- Priority service

Subscription Rates, Determined by your total assets:

\$ 25 – 150 million	\$ 250/per month
\$151 – 300 million	\$ 500/per month
\$301 – 500 million	\$ 750/per month
\$501 – 750 million	\$1,000/per month

***Call Alexander Group, Inc. at 573-468-4719 to learn more
www.alexandergroupinc.net***