



The Bank

First Interstate is a community bank headquartered in Billings, Montana. With more than 300 offices across 14 States, First Interstate is dedicated to helping these diverse communities reach their greatest potential—answering the needs of residents and businesses with practical financial solutions while supporting communities through business development and philanthropy.

The Challenge

The marketing team at First Interstate Bank needed to find a solution to automate the process and functionality of fulfilling requests for various ads and marketing materials and provide appropriate resources and support to all the branches and lines of business.

“Our marketing collateral that had to be customized went through our creative agency or for flyers it was a customizable PDF and there was concern about compliance issues with no one to review those. Anything going through our agency meant that it was expensive and had a long turnaround time; sometimes as long as two weeks. And, we could never be sure that the information in those materials was current and compliant.”

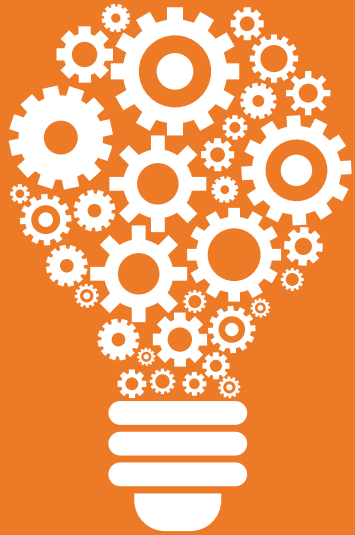
Camie Petrie, Marketing Specialist



The Search

First Interstate Bank had some specific features and benefits in mind. Ideally, the solution would:

- Integrate seamlessly with their existing workflow and approval processes
- Demonstrate the flexibility and scalability to grow as the bank's needs grew
- Accommodate over 3,500 users with a simple, secure login
- Enable the marketing team to build templates on their own and manage them on the server for users
- Facilitate the management of orders
- Include different paths for review and approval depending on the type of asset, and
- Offer the flexibility to upload and manage a wide range of asset types, from brochures and signage to banner and print ads



The Solution

According to Sara Becker, First Interstate Bank's SVP, Director of Marketing & Communications: "As a large community regional bank with a diversified suite of financial products and services, we knew that we needed a way to get branded, compliant, approved collateral into the hands of our bankers in a fast, efficient manner for local use. We were also looking for a system that would give our bankers the ability to personalize pre-approved materials. One of our bankers in Wyoming knew BankMarketingCenter.com through their relationship with the Wyoming Bankers Association. As soon as we met the BankMarketingCenter.com team and learned what their private label portal could do for us, the decision was an easy one."

BankMarketingCenter.com allows First Interstate Bank to decentralize their marketing efforts. Branch offices and new associates -- over 3,500 users -- are empowered to get their marketing message out quickly, efficiently, and always on brand. Now, the bank's marketing material requests are managed through an automated system that organizes assets, streamlines the review process, tracks projects at every stage of development, archives the entire project process from start to finish, offers high quality templates along with thousands of images, and ensures both information accuracy and brand standards compliance. Those in the field in need can receive their marketing materials "in a matter of days, if not one day," says Camie Petrie, Marketing Specialist, "Something," she says, "that has made everyone's lives a lot easier." She also makes the point that not only is quick turnaround a benefit, but compliance is as well. "When we access materials in the portal, we know that the information in those templates is current and that it meets compliance demands."

Through the portal, the bank's 3,500+ users can access approved branded materials and customize them in seconds to target their local markets and then have them downloaded or electronically delivered to the approved vendor. The software also builds in controls from a budget and compliance standpoint since there are levels of access and approval for different users. Once a marketing product is ordered, the technology automatically routes the request through marketing/compliance for approval. Once approved, the product is sent directly to the bank's approved printer or media outlet.

By working with BankMarketingCenter.com to create a customized, decentralized delivery system for their marketing and sales collateral, First Interstate Bank can maintain control of their brand image and empower team members at the local level with high quality, professionally created ads and marketing materials they can customize. It allows for local level autonomy yet provides an administrative queue for marketing, compliance, and management approvals. Lastly, there's the support aspect.



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Throughout the Company, we've seen so much positive feedback. We have a lot of content that naturally needs updating and as we are adding more content, we're also getting feedback on more user-friendly ways to organize the portal. Each time we come up with an idea that we think will make our lives easier, the team over at BMC works with us to try to create those solutions," says Petrie.

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In summary, BankMarketingCenter.com has

helped the bank save thousands of dollars in marketing costs, facilitate compliance, and respond more quickly

to demands for marketing materials. And the bank anticipates that this trend will continue as it expands its use of their customized private label portal.

About BankMarketingCenter.com

BankMarketingCenter.com is the leading provider of marketing materials to over 300 financial institutions and has received the endorsement of 22 state bankers associations. An efficient, professional and cost-effective alternative to third-party marketing material resources such as advertising agencies and design firms, BankMarketingCenter.com provides banks with unlimited access to several thousand professionally designed, customizable, marketing materials and over 9 million Getty Images and videos. All on an extremely reasonable, monthly subscription basis.