



# CASE STUDY

Community Bank of Marshall  
Marshall, MO

## Overview

The Community Bank of Marshall in Marshall, Missouri, has been a cornerstone of the local economy for decades, providing personalized banking services to individuals, families, and businesses. As the financial services industry continues to evolve, the bank has embraced modern tools and technologies to stay competitive and effectively communicate with its community.

One such innovation was the installation of a digital sign from **Next LED Signs**, designed to enhance communication, advertise services, and increase visibility.



**CLIENT :** Community Bank of Marshall

**PITCH :** ONYX 10MM

**PIXEL MATRIX :** 210px x 90px



## Challenge

The Community Bank of Marshall faced several challenges before deciding to install a digital sign:

- **Limited Visibility for Key Messages:** The bank's static signage was unable to adequately display the range of information that the bank wanted to share with its customers, such as loan rates, new services, and time-sensitive promotions.
- **Static Content:** Traditional signage lacked the flexibility to quickly update messages. For example, promoting seasonal loan specials or interest rate changes required new signage or print materials, which was both time-consuming and costly.
- **Competition from Larger Banks:** With several larger national banks in the region, the Community Bank of Marshall wanted to differentiate itself and create a stronger presence in the community, showcasing its personalized service and competitive banking products.

## Solution

After researching digital signage options, the Community Bank of Marshall chose Next LED Signs for their digital sign solution. The digital sign was strategically placed at the front of the bank's property to maximize visibility for both foot traffic and passing vehicles.

Equipped with high-resolution LED technology, the sign allows for the display of vibrant images, videos, and scrolling text. It also offers a user-friendly content management system, allowing bank staff to update the sign's messaging in real-time.

Once the digital signs were installed, the Community Bank of Marshall immediately began using them to communicate key messages, such as promotions, loan rates, and community involvement events



*"The digital sign from Next LED Signs has been a fantastic addition to our marketing strategy. It has allowed us to more effectively communicate with both current and potential customers. . We've seen an increase in foot traffic, and it's given our branch a modern, professional appearance that sets us apart from other financial institutions in the area."*

*— Branch Manager, Community Bank of Marshall*

## Results

Since the installation of the Next LED sign, the Community Bank of Marshall has seen several significant positive outcomes, including:

### Increased Visibility and Brand Awareness

The digital sign has dramatically increased the bank's visibility in the local community. Positioned in a high-traffic area, the sign now grabs the attention of passersby with its bright, vibrant displays. With dynamic content, the bank is able to showcase its unique offerings and communicate messages more effectively than before.

The bank's brand has become more prominent in the region, as the sign is now a constant reminder to both existing customers and potential clients of the services offered by the Community Bank of Marshall.

### Enhanced Customer Engagement & Communication

The digital sign has allowed the bank to communicate directly with its customers in a more engaging way. By displaying promotions, new products, and special offers, the bank has created a more dynamic customer experience. Real-time updates are easy to make, so the bank can quickly share information such as new loan offerings, interest rate changes, or limited-time promotions, ensuring that customers always have the most up-to-date information.

### Effective Promotion of Banking Services

The digital sign has enabled the Community Bank of Marshall to effectively promote its core services, such as mortgage loans, car loans, and business accounts. The sign's ability to display eye-catching graphics and videos has made these promotions more appealing and engaging to the community.

The bank has also been able to advertise special events like community financial literacy workshops or seminars, which has led to higher attendance and participation from local residents.

### Cost and Time Efficiency

Updating the digital sign has proven to be more cost-effective and time-efficient than traditional signage. The bank no longer needs to print new flyers, posters, or update static signage every time there's a change in promotions or rates. Content can be updated in real-time, and messages can be scheduled in advance, which saves both time and money.

### Improved Customer Experience

The digital sign has improved the overall customer experience by making it easier for clients to learn about the bank's services and offerings while they are at the branch. Whether they are waiting in line or simply passing by, customers are now exposed to relevant information and promotions that are directly relevant to their needs. The sign has also helped the bank maintain an updated, professional appearance that appeals to both existing and prospective customers, enhancing the overall image of the bank in the community.



## CONTACT US

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