



CASE STUDY

Community Bank of Marshall
Marshall, MO

Overview

Community Bank of Marshall Modernizes Local Outreach with NEXT LED Signs The Community Bank of Marshall in Marshall, Missouri, has served as a cornerstone of the local economy for decades by providing personalized financial services. To stay competitive and effectively communicate evolving loan rates and services, the bank embraced modern technology by installing a high-visibility digital sign from NEXT LED Signs.

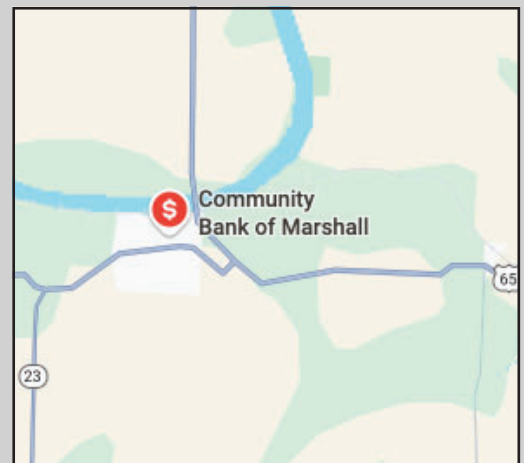
This innovation has transformed the bank's ability to engage with its community and maintain a professional, tech-savvy brand presence.



CLIENT : Community Bank of Marshall

PITCH : ONYX 10MM

PIXEL MATRIX : 210px x 90px



The Challenge: Overcoming Static Visibility Limits

Before the digital upgrade, the Community Bank of Marshall faced several marketing and operational hurdles:

- **Limited Message Visibility:** Static signage lacked the space and flexibility to adequately display a full range of services, such as current loan rates and special promotions.
- **Time-Consuming Updates:** Promoting seasonal specials required new print materials, making it both costly and slow to react to market changes.
- **Regional Competition:** The bank needed a way to differentiate its personalized service from larger national institutions in the region.

The Solution: Strategic, High-Resolution LED Technology

NEXT LED Signs delivered a dynamic solution tailored to the bank's community-focused mission:

- **High-Traffic Placement:** The sign was strategically positioned at the front of the property to capture maximum visibility from both vehicles and pedestrians.
- **Vibrant Multimedia Content:** High-resolution LED technology allows the bank to display scrolling text, vivid imagery, and engaging video content.
- **Real-Time Management:** A user-friendly content management system enables bank staff to update interest rates and community messages instantly.



"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

The Results: Enhanced Engagement and Operational Savings

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

How do digital signs help local banks increase visibility?

Digital signs dramatically increase brand awareness by displaying bright, dynamic content in high-traffic areas. By showcasing unique offerings and real-time community events, local banks can maintain a prominent presence that sets them apart from larger competitors.

What are the benefits of LED sign advertising for financial services?

LED signage allows for the effective promotion of core services like mortgage and car loans through eye-catching graphics. It also provides a cost-effective way to advertise seminars and literacy workshops, leading to higher community participation.

Can digital signs lower marketing costs for bank branches? [cite: 2025-10-09]

Yes. Digital signs eliminate the need for recurring costs associated with printing flyers, posters, and updating static boards. Content can be scheduled in advance or updated in seconds, saving both time and money over the life of the sign.

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