

SUCCESS STORY



Keep the community in the know

Community Bank of Marshall needed its roadside message to keep pace with its services. NEXT LED helped the Missouri bank replace static communication with a digital display for loan offerings, interest-rate updates and community events, while strengthening the branch's local presence.

THE CHALLENGE

Make room for changing messages

Limited message space. Static signage could not easily present the bank's range of services and current offers.

Costly, slow updates. New promotions required fresh print materials and manual work.

Regional competition. The bank wanted its personalized service to stand out alongside larger institutions.

THE SOLUTION

A current message at the curb

High-traffic placement. An outdoor LED display at the front of the property reaches vehicles and pedestrians.

Vibrant digital content. Text, graphics and video provide room to promote services and community activities.

Easy content management. Staff can update rates and announcements quickly or schedule messages in advance.

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THE RESULTS

More visibility. More conversations.

The branch manager describes the sign as a valuable marketing addition, citing increased foot traffic and a more modern, professional appearance.



A stronger local presence

Bright, changing content makes the bank's services more visible to existing customers and people passing the branch.

More customer engagement

The branch manager reports increased foot traffic and better communication with current and prospective customers.

Current rates and offers

Staff can refresh loan information, rates and limited-time promotions as offerings change.

Broader service awareness

Mortgage loans, auto loans and business accounts can each receive attention rather than competing for one static message.

Less time spent replacing materials

Digital scheduling and updates reduce the repeated printing and manual changes associated with traditional signs.

A professional branch identity

The new display gives the property an updated appearance that helps distinguish the bank in its market.

"We've seen an increase in foot traffic"

Branch Manager, Community Bank of Marshall