

Product Profile

Micro Marketing Product Suite

What is the Micro Marketing Product Suite?

Micro Marketing is a suite of products that help financial organizations build best practice marketing and sales capabilities. These products were designed by Align FSC consultants – based on their extensive experience working with and for a wide range of financial services marketing organizations.

These “products” are “bite sized” and cost effective for Align FSC clients because they take advantage of the latest database and strategic marketing technologies coupled with the expertise of our consulting team.

The Micro Marketing products are scaled in six levels to provide support at any budget size -- ranging from basic trade area demographic tables to custom consulting work to meet more complex marketing needs.

Key Management Issues

- What are the demographic and “firmographic” differences in our branch markets?
- How should we align our products and services with the consumer / commercial segment makeup of our branch footprint market?
- On average, how many products and services do our customers use?
- Have we maintained our deposit market share versus competitors? Which competitors are winning?
- What is the market potential for new financial services products in our trade areas?
- What brand promise should we communicate?
- How can we improve our customer/member experience?

What is the Align FSC engagement process & deliverables?

Align FSC consultants have developed a suite of products to help you design and implement successful product and marketing campaigns. These tools provide the foundation for many of our marketing and business strategy assignments and have been standardized to provide efficient access to the information.

Align FSC’s Micro Marketing Product Suite provides our clients with the flexibility to specify the key information they need . The ability to select the level of support that you require provides a cost-effective means for you to acquire only that information which is critical to your marketing program.

Align FSC consultants will work with you to define the Micro Marketing product that provides you with the most appropriate level of financial services intelligence needed to meet your current needs.

The standardized products (such as Snapshot, Scan and Diagnostic) can be delivered in a matter of days because we use the sources of our data frequently and little client input is required.

The more advanced products (such as Insight, Pinpoint and Custom) require more client information. Align FSC consultants will work with you to quickly identify the information needs and develop the best solutions for you.

What are the benefits to you?

The Micro Marketing Product Suite provides any size financial institution with an effective way of accessing critical market, segmentation, customer/member, cross-selling, competitive and market share information specific to their branch and overall footprint markets. The information is highly useful for developing consumer and business banking marketing programs and campaigns.

Micro Marketing Product Suite

Content	1. Snapshot	2. Scan	3. Diagnostic	4. Insight	5. Pinpoint	6. Custom
Branch Trade Area Demographics	X	X	X	X	X	X
Market Summary Demographics	X	X	X	X	X	X
Branch Trade Area Households	X	X	X	X	X	X
Market Summary Households	X	X	X	X	X	X
Branch Demographic Charts	X	X	X	X	X	X
Competitive Deposits Summary		X	X	X	X	X
Competitive Deposits Detail		X	X	X	X	X
Thematic Maps of Income			X	X	X	X
Firmographic Statistics		X	X	X	X	X
Financial Product Potential		X	X	X	X	X
Market Segmentation			X	X	X	X
Segmentaion Penetration				X		X
Custom Consulting				X		X