

READY TO SOAR?

ICBM is excited to partner with Mercury Creative Group to present the Soar! Marketing Forum.



Drive Business Growth with the Soar! Marketing Forum

Take advantage of this year-long opportunity to bring brand clarity and focus to your marketing efforts - all with the guidance of the brand professionals at Mercury Creative Group. Every interactive session of the Soar! Marketing Forum is designed to help you build a cohesive and powerful brand to drive growth. Join us for this hands-on exploration of your brand and discover the best ways to communicate your value to cultivate prospects and increase revenue.

SOAR! SESSIONS

A 75-minute full group Zoom session will be held every other month from 10:00 am - 11:15 am. Each working session will incorporate both a large group and small group component. An exclusive Slack channel will be established to allow for group interaction between sessions.

03.10.21 | Session One

Ideal Customer + Insights

The axiom “if you are speaking to everyone, you are speaking to no one” is correct. Aiming to please too broad of an audience is a recipe for failure. Prioritizing your audience, or determining who are the most important people to reach and please, helps **focus your marketing and streamline your efforts.**

05.12.21 | Session Two

Communications Audit + Planning

Taking the time to examine and evaluate your current communications’ purpose and effectiveness can have wide-reaching effects on your organization. This session will show you how to **save time and money and still reach the right people with the right messages.**

07.14.21 | Session Three

Website Audit + Planning

Your customers expect an effortless experience when they visit your website. From visual impact to user flow, evaluating what’s working and what’s not about your current site allows you to make plans for its continued evolution. We’ll share **practical ideas that can help you make improvements to your website right away.**

OFFICE HOURS | 10:00 am - 10:30 am

The months without a topic-focused session will give participants the chance to get individualized help and guidance.

04.14.21
06.09.21

08.11.21
10.13.21

12.08.21
02.10.22

09.15/16.21 | Session Four

CONNECT Expo Meet-Up

Not officially a session, this is our **chance to connect** in person. We will plan a relaxed meet up at the 2021 LEAD Conference. Date + Time TBD.

11.10.21 | Session Five

Social Media: Where, When + Why?

When it comes to Social Media, more is not always better. **Let’s look at your current social activity and determine if it’s the most effective means to reach your ideal customer.** If it’s not, let’s talk about where that customer is and how to reach them.

01.13.22 | Session Six

Staying Connected to Your Customers

We know that a large part of independent community banks marketing efforts focuses on fostering community connections. Based on current conditions, you need to find other **ways to stay in front of your current and prospective customers.** The session will focus on ways to do just that.

03.10.22 | Session Seven

Establishing A Marketing Budget

Setting a realistic yearly marketing budget is essential. Based on past revenue and future goals, your budget will help **focus your efforts and make solid decisions about how much to spend and on what tactics.**

INVESTMENT

\$895 1st person | \$595 2nd person

QUESTIONS?

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