

# New Mexico Bankers Association Endorses BankMarketingCenter.com

The New Mexico Bankers Association is proud to announce the endorsement of BankMarketingCenter.com (BMC), a web-based marketing portal that empowers banks to produce professionally designed, bank-branded marketing materials in a matter of seconds. Through the endorsement, NMBA members will save 20 percent on BMC's already low-cost monthly subscription fees.



## BankMarketingCenter.com is a time and money saving game-changer.

Think about the amount you would pay for just one professionally designed ad or for a quality stock photo. Now, imagine spending an equivalent amount or less and having access to thousands of professionally designed marketing materials, *as well as* over 9 million stock photos.

For a nominal monthly fee, your bank will have access to BankMarketingCenter.com's full arsenal of more than 2,000 marketing materials, ranging from ads, direct mail pieces, statement stuffers, flyers, posters and more. BMC constantly is adding new materials so there's always something new to choose from. Creating custom and personalized materials is so easy, anyone can do it.

Once your marketing piece has been created, BMC's technology will route it through your bank's compliance approval process and then automatically send it to the printer or publisher of your choice. Your creation will be saved in the order history, which is very helpful for when the regulators come to town.

For large or brand-conscious banks, or for those who have an established inventory of marketing collateral, BankMarketingCenter.com has a solution for you too. Many BMC customers opt to having a private labeled marketing site built with only bank-approved materials. This allows banks to maintain their unique brand, decentralize marketing and empower employees, and move the marketing department away from production and into revenue generation.

BMC also has a digital signage solution that is just as turnkey and easily managed. Digital signs with

### BankMarketingCenter.com Benefits

- 20% discount for NMBA members.
- Web-based and easy to use. No software required.
- Software routes ad materials through bank's compliance approval process.
- Order history allows ad materials to be reviewed by regulators.
- Professional advertising and marketing materials can be produced in seconds.
- Change ad copy, photos, layout size, fonts and font sizes.
- Select from over 9 million stock photos through Getty Images.
- Select and use local media and printers.
- Unarchive previous ads and edit them in seconds.
- Users can have their photo and personal info automatically appear on ad materials.
- Private labeled marketing sites can be developed for large banks.
- Letter templates eliminate bad grammar and misspelled words. Databases can be added, with completed letters produced and printed in seconds.

professional graphics and videos grab customers' attention without the high cost of printing posters, flyers and tent cards. They're also a convenient way to cross-sell products, post announcements or holidays, stream news and weather, and much more. Choose from an extensive library of templates or build your own and have your ads running in seconds. You can preschedule your ads and specify which branches and what timeframes you'd like them displayed.



BankMarketingCenter.com puts your bank in complete control of the marketing production process, for a fraction of your current marketing costs. NMBA members interested in learning more about BMC are encouraged to request an online demo at [www.bankmarketingcenter.com/?ref=NM](http://www.bankmarketingcenter.com/?ref=NM) or contact **Keith Pagel** at (678) 528-8041 or [kpagel@bankmarketingcenter.com](mailto:kpagel@bankmarketingcenter.com).