

PACIFICA BANK MARKETING ROADMAP

THE CHALLENGE

Pacifica Bank specializes in providing financial services to small and mid-sized businesses and target the Asian-American community along with companies doing business in China. With a base of multi-lingual employees, they wanted to continue to expand this market in the Puget Sound Business Community. Pacifica Bank needed a new strategy to grow their existing customer base and reach out to new prospects to build a community with their multi-lingual employees.

WHY EXTRA MILE MARKETING?

Pacifica Bank had conducted a lengthy review process before selecting a new marketing agency. Through Extra Mile's RFP and presentation, the Pacifica management team appreciated the amount of commitment and enthusiasm that went into our approach and process. Our knowledge of the financial industry, along with our consultants' ability to bring the Pacifica team together, helped Pacifica Bank move forward with the much needed re-branding process in a painless manner. Each step of the course was laid out in a simple, straight-forward progression, ensuring that Pacifica Bank understood, and embraced, the development process.

THE SOLUTION

Extra Mile organized a strategy for Pacific Bank that took advantage of their core plans and broke it into actionable parts and step-by-step processes. The Roadmap conveyed their strategies based on interviews from both Pacifica Bank personnel along with their valued customers. Throughout the Roadmap process, Pacific Bank defined and prioritized essential components of their strategy including their target market and how to appeal to them. We also helped define the products and services that would appeal to their market and yield their most profitable customer. A logo identity kit and ad-series helped create a cohesive approach to their customer-employee relations.

Extra Mile helped Pacifica Bank broaden their marketing capabilities through clear actions and a fresh, eye-catching print ad series. A newsletter was introduced to build a sense of community among customers, informing them of new products and services. As a result of the identity kit and ads, Pacific has been delivering a consistent, long-term campaign and long-term identity as part of a broad plan.

"Your team not only helped us realize our strengths and weaknesses and strategically work through them, but also helped us internally build the pride back into Pacifica Bank."

Mr. John Kennedy
CEO
Pacifica Bank



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