

Bank of Tennessee
PR/MEDIA RELATIONS STRATEGY



Overview

Bank of Tennessee is a community bank headquartered in East Tennessee with 21 branch locations, three of which are in the Middle Tennessee area, and \$1.4 billion in assets. For more information, visit www.bankoftennessee.com or call (423) 378.9500. Member FDIC. With a mission to improve the financial health and well-being of customers and communities, the heart and soul of the company is people that they serve.

Employees of Bank of Tennessee share a common vision and are committed to achieving common goals through teamwork and leadership. Besides being an exciting and progressive financial leader, we offer plenty of employee recognition, idea sharing, and team spirit. Our team is given unlimited opportunity to discover new ways to deliver superior customer service.

In recognition of our culture of customer-centricity, teamwork and community spirit, Bank of Tennessee was voted one of the “Best Banks to Work For” in 2018.

Company Values:

WE LOVE WHAT WE DO.

We have a passion for our work and we live it everyday.

WE ACHIEVE OUR GOALS.

Every goal has a specific purpose, and contributes to a positive customer experience.

WE DO THE RIGHT THING.

And we do it right the first time.

WE WORK TOGETHER TO DELIVER.

We work cohesively to find solutions and deliver excellence.

WE PROTECT OUR CUSTOMERS’ INFORMATION.

We take proactive steps to build and maintain trust with our customers, without compromise.

OBJECTIVES

With the *goals, objectives, strategies and tactics* presented here, duGard Communications (dGC) believes there is a unique opportunity for Bank of Tennessee to **cultivate relationships and proactively engage current and potential clients, the community and stakeholders with their brand's positive perception.** This narrative, once executed through PR/Media Relations channels will support positive attention and bolster the overall strategy with earned media and amplify strategies.

dGC has scoped out a robust public relations and media plan created to leverage the Bank of Tennessee brand presence (in other areas), goodwill and brand currency. This plan will embrace and amplify BofTN; connect with a diverse selection of audience targets; and drive awareness, engagement and brand. In addition, it will serve as a stellar launching pad for future projects and announcements.

- To build brand recognition.
- To build customer base in Middle Tennessee.
- To generate regional and industry specific coverage.
- To measure PR/Media Relations placements to make informed marketing (content) decisions.

This document outlines our plan that we believe can work seamlessly with the current marketing plan. As a result, we have created a PR/Media Relations amplify program, designed to build opinion, influence audiences and reach key goals and objectives to drive engagement and attendance. On the following pages, we outline our recommendations and chart a course for execution.

Program Tenets

Outlined in this plan, you will find efforts developed to achieve one or more of the following **goals**:

- Increase customer base and engagement.
- Extend the positive image of community-based banking.
- Bolster goodwill and perception of brand.
- Develop earned media that will serve as content placement.

Potential Target Audiences

- Commercial, locally owned, small business under 50 employees
- Sharing economy businesses and workers
 - Short-term rental
 - Rideshare
 - Office/work share
- Landscapers and gardeners
- Pet owners and animal lovers
- Youth-serving organizations
- Medical/dental offices
- Small Colleges/Community Colleges/Students

Strategies

dGC recommends a multi-faceted media relations program that will support the BofTN program and serve as the launch for future projects and announcements. The media plan will identify and fuel all aspects of this program, including television, print, radio, and social media. This will be best executed through a dedicated “sequence” and calendar of potential media opportunities. Elements and examples of this media sequence are as follows:

- **Media Relations:**

- Develop personalized local angles with local media entities
- Pitch into local and regional placements
- Draft and issue press releases and media advisories
- Partner with community organizations, company affiliations
- Identify and create media opportunities for leadership and subject matter experts (if applicable)
- Submit key leaders for award programs that allow employee and brand features

- **Social Media Activation:**

- Update and expand social media presence
- Working in today’s industry and throwbacks of where they came from
- Create and execute a week-of-social media takeovers with targeted publications
- Partner with community affiliations to share success of BofTN
- Post current projects, community service, employee events and activities

- **Thought Leadership:**

- Short-term rental association gatherings (focus groups of clients and events)

- Podcast
 - Expert commentary in media/blogs and social media
 - Speaking Engagements
 - [Executive Leaders Tactics](#)
- **Community/ Civic Engagement:**
 - Develop Interest Inventory (Conduct market research to gauge bank employee & client interest, concerns, and solutions)
 - Get behind an “uncommon” cause (e.g., after-school programs, summer programs, kids with disabilities, service animals)
 - Employees should get involved in their local neighborhood association or start one
 - CRA Opportunity (Financial Literacy & Education)
- **Events/Public Relations:**
 - Attend and participate in events and activities that extend the Bank of Tennessee message and brand
 - Be intentional about attending branch specific events in local niche communities (Green Hills, Mt. Juliet, Hendersonville)
 - Strategic representation at local expos, events, and conferences (Bridal Shows, College Fairs, Health & Beauty, Automobile, etc.)
- **Partnerships/Endorsements:** (start conversations)
 - EO’s Catalyst program
 - Strategic Partners have an opportunity to present to both EO (\$1mil+ in revenue) and Catalyst (\$250k+ in revenue) members with classes, presentations, meetings, etc. Provides tremendous exposure to a small business set who are focused on finding (and cultivating) professional services that help accelerate their businesses - \$15k investment

- To increase small business relationships and deposits in the middle TN market, specifically with entrepreneurs who fit the Catalyst (\$250k-999k) and EO (\$1mil+) profiles
- Nashville Chamber involvement
 - Leadership Study Mission - 2020, Blaine to attend
- Chamber Alliance Groups (Chamber North, Chamber South, Chamber West, Chamber MidTown, Chamber East)
 - A member of your team is already active with Chamber West (Blaine & Jim)
 - We would like to also have someone involved with one of the others, potentially Chamber MidTown
- Investment Groups/Clubs
- Real Estate/Realtors
- Insurance Firms
- Local Non-Profit Organizations
 - Nashville Children's Theatre - Board of Directors. Perri is Vice Chair of the board and chair of the nominating committee. (also works with the Marketing Dir on PR....so we would be including your person in a future release)
 - Ideal candidate, based on what we know - Tim Mann because of his focus on kids; but Jason and Stephaine would be great too.
 - Neighbor 2 Neighbor/n2n.solutions - Corporate Advisory Board. Van is on the board and is sharing responsibility for recruiting for this role.
- Local Small Business Associations

AREAS OF FOCUS - DIFFERENTIATORS

- **Be BOLD**

dGC recommends converting the focus of this solely being the event series brand to becoming the entire company's brand focus. How can Bank of Tennessee Be BOLD in banking? By developing committed relationships, providing community-based banking in a time where big banks are not concerned with the community, developing long-term clients and advocates for the way we do banking.

- Goal #1: Develop internal messaging that allows staff to understand how they embody the Be BOLD spirit
- Goal #2: Create resources and examples of how employees exhibit the Be BOLD mentality already
- Goal #3: Develop external messaging for PR/Media Relations/Community Relations and align it with Marketing/Branding efforts
- Goal #4: Add experts from clients, community, into podcast series, of how they see their lives/profession as being bold

- **Sharing Economy Platforms**

Develop relationships with potential market customers who have side businesses in the short-term rental, rideshare, co-working space. Using this as a means of educating people who use it on financial strategy, building financial wealth, converting assets into revenue streams and banking with Bank of Tennessee who will take care of your needs like no other bank. Owning this space for the middle TN area and then converting this into a state-wide area.

- Goal #1: Create focus group of current clients to understand how they use Bank of Tennessee for their needs in this area
- Goal #2: Develop messaging that allows internal and external stakeholders an opportunity to understand strategy and direction
- Goal #3: Create financial literacy and education opportunities
- Goal #4: Add experts from clients, community, in this area, into podcast series of how they see their lives/profession as being bold

- **Community Colleges**

Focus on community colleges, Nashville State Community College, in order to create relationships with students and the school. This is a long-term strategy, but may allow us to create speaking opportunities in a city and state focused effort around "Free College."

- Goal #1: Create relationships with future entrepreneurs and future banking customers
- Goal #2: Develop speaking opportunities for staff
- Goal #3: Create financial literacy and education opportunities for staff, students and teachers/admin
- Goal #4: Add experts from clients, community, into podcast series, of how they see their lives/profession as being bold

TACTICS

- **Execute proactive program**

dGC recommends a multi-faceted program that will leverage several different angles and storylines that can positively support BofTN's efforts. The resulting coverage will fuel all aspects of this program. For example, it will provide valuable content for social media, presentations, marketing materials, etc. To ensure a consistent drumbeat of coverage, we recommend a dedicated "media sequence" – or calendar of potential media opportunities (timeline to be assigned). Elements and examples of this media sequence follow:

- **Develop internal toolkit for employees**

- Explain what our role is and how important it is to be thinking about clients who are experts
- Develop ways in which to think about media opportunities
- Create methods that make it easier for the organization to understand how media relations, community relations and public relations will answer the need/desire for expanded recognition

- **Develop media kit**

- Feature company experts
- Develop subject matter angles
- Topics that are relevant to the clients, employees and leadership of BofTN

- **Explore activities that allow methods of showing the personality, milestones and accomplishments.**

- Be BOLD conf - post event photo recaps
 - Picked up in NBJ (DATE), Nashville Post (DATE), Nashville Pride (DATE), The Tennessee Tribune (DATE)
- End of 2018 Earnings and Best Bank to Work For 2018
 - <https://www.nashvillepost.com/business/people/article/21069798/of-note-22-may-2019>
- Announce/socialize new market president, Blaine Strock
- Testimonials - Customer Stories
- Employee Testimonials

- **Press Release Program**
 - Summer Air B-N-B blitz: How to manage small business finances the most during the busy season so you can coast through the slow seasons.
 - Back to School activities, managing finances when you have multiple children in college or multiple teenagers
 - Veteran's Day honoring clients, employees who are veterans (depending on number of names, may split up between May and November (Veteran's Day))
 - Planning ahead for the season of thanks and the season of giving

- **Thought Leadership: Podcast Client Feature**
 - Pitch experts featured on podcast as experts available to speak to specific topics at various locations within BofTN
 - Develop pitch angles, quotes and SME opportunities to extend content through

- **Thought Leadership: Subject Matter Expert**
 - Create PR currency by lending experts as quotable resources
 - Connect to current news cycle; provide timely, relevant expertise regarding a local, regional, industry or national lead (localizing a story with BofTN experts)

- **Create initiatives, messaging, and social media around specific national observances**

dGC recommends that Bof TN use upcoming observances to hits advantage throughout platforms, in the media, and on leaders' related social media. By using national observances, BofTN will position itself to be able to speak to specific demographics and target audiences on issues that they face. This messaging will be relevant and timely, likely garnering positive attention.

 - Work with marketing team to align social media messaging
 - Identify social media influencers/stakeholders/clients who resonate with our target markets to serve as social media and content contributors
 - Mothers' Day
 - Fathers' Day

SUGGESTED TIMELINE

TACTIC	RESPONSIBILITY	GOAL	DEADLINE	NOTES
Develop internal toolkit	All	May	June	dGC to start process
Develop formal media kit (for pitching)	dGC	June	July	dGC to start draft
Explore activities that allow methods of showing the personality, milestones and accomplishments.	All	June	Ongoing	BofTN to provide us with a list of organizations, boards and events that staff are already members of and/or participating in within respective communities
Press Release Program	dGC	May	Ongoing	Will need to expand on this with more focused effort to determine angles (clients, staff, locations) for ideas
Thought Leadership: Podcast Client Feature	All	June	June	Develop suggested schedule of content based on ideas; existing content; client base and or themes of market focus. How can we Be BOLD
Thought Leadership: Subject Matter Expert	All	May	Ongoing	Uncover staff and clients who can provide quotes, content and perspective on specified areas of focus
Create initiatives, messaging, and social media around specific national observances	All	May	Ongoing	Develop themes, suggest content to align with media relations, content focus, podcast and SME features for website

Social Media

Platform	UN/Pwrđ	URL	Name	Managers/Admin
Facebook Group				
Facebook Brand Page				
FB Brand Page				
Twitter				
Instagram				
LinkedIN				

Suggested Award Programs

THANK YOU.