

Analyze usability
Create sticky content
Simplify navigation
Design with emotion
Drive new business

WebBrand



creative

BRANDING SOLUTIONS FOR BANKS

What Is It?

WebBrand is a Web design and content creation service designed specifically for banks. We use the latest design and technology techniques to transform your Web site into a lead generating, brand building, customer retention tool. **WebBrand** is not just about making your Web site look nice, it's about creating compelling, brand-led content that gets results you can measure.

Why is it Necessary?

Banks are facing the biggest change in their industry since it started. Because of the Internet, customers are always only a single click away from your competitor. Studies show that customers are increasingly using online banking rather than take a trip to the local branch. To survive in the future, community banks must embrace the latest Web design thinking, not just to attract new customers but to keep the ones they have from migrating to a competitor.

What Does it Include?

8voCreative's **WebBrand** is a complete Web content and design service

- Web site analysis
- Competitive analysis
- Site Navigation and architecture improvements
- Increased brand positioning and cross-selling
- Improved copywriting and graphical imagery
- Online and print design synchronization

How to Get Started

The process begins with an initial interview with you and your team. We will review your strategic plan, market research and first year goals. Once we have collected all the information we need, we will create a customized proposal for your **BrandLaunch** package.

8voCreative is the only brand and marketing consultancy in the Southeast focusing solely on serving the banking and financial services industry. Our client endorsements speak for themselves.

"8voCreative has been instrumental in helping us focus on the importance of building our brand and displaying a consistent image in the community."

FRANK BURKE – FLAGSHIP COMMUNITY BANK

"The team at 8voCreative helped us focus on our target market and create a brand that sets us apart from the competition."

MIKE MASHKE – NORTHSTAR BANK

"I was impressed by 8voCreative's dedication to seeing us establish our brand. They exceeded our expectations by helping us beat our first year targets."

GERRY ANTHONY – FREEDOM BANK

Other Core Services

BrandFocus – Strategic development of corporate, product & service branding.

BrandLaunch – The complete DeNovo bank brand and marketing solution that provides your bank with everything it needs to start building your banks community presence and winning customers.

BrandScan – A complete review of your bank’s marketing and branding to help your bank determine the best plan of action in times of change.

WebBrand – Development of new and compelling content for your Web site designed to drive new business to your bank using cutting-edge Web design and marketing tools.

Supplementary Services

- Logo Design
- Wayfinding Signage
- Marketing Plans
- Advertising Campaigns
- Direct Mail
- Copy writing
- Digital Photos
- Print Management



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