



## Guerrilla Marketing— *Creating Buzz on a Shoestring Budget*

Available OnDemand

Bank marketers are faced with the constant challenges of rising above the noise of countless traditional marketing messages that flood the market. And when you add the economic and emotional impact of the coronavirus on the consumer, the marketing challenge becomes even greater.

So, while guerrilla marketing may not be appropriate until we've moved past the pandemic, it is a useful marketing tool when you need to communicate with consumers in a new way. Moreover, there are some guerrilla marketing concepts and tactics that can be a cost-effective option to get noticed and generate buzz about your brand or specific products/services.

Businesses, large and small, have used the concept successfully, yet many financial institutions are reluctant to step outside the box of traditional marketing tactics. This entertaining and informative session will explore both the risks and rewards of guerrilla marketing, and offer examples and ideas to help you find the right atypical tactics for your marketing mix.

This session is not to be missed if you're looking for a shot of inspiration, great ideas and scalable solutions on a shoestring budget.

### Presenter

**Joe Sullivan, President & CEO, Market Insights**

Mr. Sullivan has 20 years experience of providing consulting and education to financial services organizations to push them beyond conventional thinking. He provides a unique mix of sound market research, business strategy and planning skills packaged with the visionary leadership and facilitation expertise to dissolve organizational barriers and help the client achieve results.



Specialties: Professional speaking, leadership development, strategic planning, marketing and challenging conventional thinking!

This OnDemand webinar recording consists of 60 minutes of instruction. Upon purchase of the webinar, you will receive a link to the recording, which may be shared with all staff within your banking institution.

### REGISTRATION FORM

**Guerrilla Marketing.....Available OnDemand**

Name \_\_\_\_\_

Bank \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

<b>Asset Size</b>	<b>On Demand</b>
\$50 mil & under	<input type="checkbox"/> \$140
\$51-150 mil.	<input type="checkbox"/> \$215
\$151-250 mil.	<input type="checkbox"/> \$260
Over \$250 mil.	<input type="checkbox"/> \$310
Assoc members	<input type="checkbox"/> \$310
Non-members	<input type="checkbox"/> \$475

### **Three Ways to Register:**

Online: Visit [www.ksbankers.com](http://www.ksbankers.com) (Educational Resources)

Fax: Fax to 785-272-8392 and follow with payment.

Mail: Kansas Bankers Association, P.O. Box 4407,  
Topeka, KS, 66604

### **Method of Payment:**

- Check made payable to Kansas Bankers Association
- Online registration using a credit card is available at [www.ksbankers.com](http://www.ksbankers.com).