



SUCCESS STORY

SHERWOOD STATE BANK

Making an Impression with Marketing Services



- 4 LOCATIONS
- \$86 MILLION IN ASSETS
- Sherwood, OH

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Since its founding in 1945, Sherwood State Bank in Sherwood, Ohio has strived to serve its community well. For over 75 years, the bank has remained close to its neighborhood roots, supporting local residents, farmers and small business owners. In an effort to better reach and engage with their community, Sherwood State Bank explored how the institution could maximize its marketing potential to do just that. Leveraging COCC’s Marketing Services, Sherwood State Bank has been able to create an extension of their team to successfully tap into digital marketing and drive positive results.

Like many other community institutions, Sherwood State Bank has a small team tasked with supporting the countless initiatives and activities across the institution. Sharon Colley fills many roles for Sherwood State Bank, serving as VP/Controller, IT Administrator, and Information System/Security Officer. She and a few other employees also help to manage the bank’s marketing efforts. Devising a cohesive strategy that meets both marketing and business goals can be a time-consuming process. With limited resources, the institution found it difficult to execute a marketing strategy effectively and efficiently.

“We are a small financial institution with 24 employees, faced with the challenge of having to divide the marketing responsibilities between multiple departments,” she noted. “We just do not have the staffing to dedicate to build, implement, and maintain our own marketing campaigns.”

Colley recognized that Sherwood State Bank was the perfect candidate to partner with COCC’s Marketing Services Team to help transform the bank’s digital marketing efforts. COCC’s Marketing Services offering leverages the institution’s data as well as features of COCC’s digital banking solution to manage and display targeted marketing campaigns within their online banking and mobile sites. Through this low-cost service, a series of targeted marketing campaigns promote features, products, and services that enhance the account holder experience. In addition, customers are presented with personalized campaigns, such as happy birthday and loyalty messages, to help continue to strengthen the banking relationship. COCC’s marketing experts worked hand-in-hand with Sharon and the Sherwood State Bank team to deliver messaging to end customers through the digital channel at just the right time.

Throughout the COVID-19 pandemic, Sherwood State Bank utilized COCC's Marketing Services to stay connected to their customers, ensuring a positive banking experience even through the unprecedented times. Special campaigns were created to highlight the best ways to bank from home, along with tips on how to stay engaged with the financial institution. Services, such as personal financial management tools, bill pay, eStatements, and mobile deposits were highlighted in real-time to help customers feel in control of managing their finances even when branches were closed. By utilizing the digital banking delivery channels to quickly present relevant messages, the bank has been able to engage with its customers like never before. The proactive approach empowered customers to take advantage of the digital banking features not only during the height of the pandemic, but well beyond for a continued, seamless experience with Sherwood State Bank.

"It has been awesome to be able to implement these campaigns for our platforms and all within a short amount of time. It has really stepped up our marketing presence with our digital products," Ms. Colley commented.

Sherwood State Bank also leverages COCC's Creative Services for content creation on a variety of marketing projects, such as for online banking/mobile campaigns, social media posts, website banners, and even content for their printed e-statements. Creative Services has provided the institution with the ability to visually bring the bank's brand to life across multiple channels in a more cohesive and efficient way.

Having the capability to run targeted marketing campaigns has not only helped to elevate Sherwood State Bank's digital presence but has also helped to extend their customer reach tremendously. Within months, the financial institution more than doubled their campaign impressions, with continued campaign performance growth over time. By offering a more personalized experience for their customers across its digital channels, Sherwood State Bank is finally able to reach their customers with relevant messaging and promote the products, services, and features that they need when they need them most.

COCC

COCC is an award-winning client-owned financial technology company servicing financial institutions throughout the Northeastern United States. Launched in 1967, COCC was founded by its clients. This unique cooperative structure has set COCC apart from the competition and is one of the driving forces behind their success. COCC is the fastest growing financial data processing company in the United States and recognized as a leader in delivering innovation and the quality service financial institutions demand and deserve.