

## GENERATING AWARENESS FOR YOUR BANK'S SBA VETERAN'S LOAN PROGRAM

Adding the SBA's Operation Boots to Business Veteran's Program and Veteran Pledge Initiative to your bank's menu of opportunities is not only a way to generate more loan volume and profitability for your bank, but it will make a positive impact in your community. Your bank can generate top of mind awareness toward your customers and community about the SBA's Operation Boots to Business Veteran's Program and Veteran Pledge Initiative by considering these suggestions and tips for public relations, newsletter or email, print and social media marketing opportunities.

### PUBLIC RELATIONS

Reaching out to the local news media and publications is a great way to reach your target audience and build awareness within your community. Below are some PR tips when pitching the story of your bank implementing SBA's Operation Boots to Business Veteran's Loan Program or when you actually sign a loan with a veteran under the program. Write a press release about the veteran and their business. Then...

#### 1. Know Your Angle.

- Speaking points:
  - Tell how the program will help and benefit Veterans
  - The qualifications for the program
  - How veterans can get in contact with your bank if they're interested
  - Why your bank decided to get involved with the program

#### 2. Know Your Target

- Know the news source (What kind of topics do they cover?)
- Phone the writer
- Follow up with an email

#### 3. Pick up the Phone

##### *Things to Keep In Mind*

- Media does not call you. You must call them.
- You must try pitching to the writers, not the editors. It's the editor's job to say no. Writers are always trying to find something to write about.
- Just like in sales we will get objections.
  - If you get objections, connect with different people within that specific

media outlet. You must be persistent.

- Practice your pitch. Don't start with the number one person you're trying to pitch. Work on 6 or 7 first.

### **E-NEWSLETTER OR EMAIL**

If your bank sends out frequent email blasts or a periodic newsletter, be sure to include an announcement of the SBA's Operation Boots to Business Veteran's Program and Veteran Pledge Initiative. Also keep the following in mind:

- **Make it shareable.** Send content that people want to share, and make it easy for them to do it. Include a public link to the web version of your campaign so people can read it outside of their email programs, and consider adding Twitter and Facebook links to your newsletter, so readers can share your content where they're already active. When *their* friends start sharing and subscribing, you'll know it's working.
- **Keep an eye on your stats.** Most email newsletter services offer free reports that contain helpful information. Learn how to read and understand your reports so you can use the stats to improve your campaigns going forward. Pay attention to your open and click rates, and identify any patterns that make those numbers go up or down. If a campaign receives a high number of unsubscribes, then make adjustments the next time.

### **PRINT**

If your bank chooses to create print materials to promote your Boots to Business SBA Veteran's Loan Program here are a few tips:

- **Plan ahead.**
  - Before you print or distribute, make sure you know where your printed marketing pieces are and be sure you are ready to track results.
- **Track results.**
  - Include a specific phone number or web link on your print piece so that you can track the success and ROI from your campaign.
- **Don't be afraid to ask your customer how they found you.**
  - Most customers will gladly say where they saw your advertisement.

**NEED FURTHER CUSTOMIZED MARKETING RESOURCES FOR THIS PROGRAM?**

**CONTACT FAT ATOM MARKETING.**

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