



Marketing Peer Group

August 20, 2021 ▪ 10:00am - 12:00pm

LBA PEER GROUP MEETINGS

The marketing expenditures survey on the marketing peer group webpage has only a couple responses. I think that's due to the fact that things change in the marketing department depending on the campaign or the current focus. Let's discuss how you budget and where your benchmarks are and what your best practices have been. Have your digital marketing and social media posts been helpful during the pandemic? Are you making any changes going forward because of what you learned over the past year? Lots to discuss. We look forward to the conversation on August 20. Register today.

This peer group will meet via Zoom.

Registration Form

(For additional registrations, please make copies.)

Registrant 1

Registrant 2

Mr./Mrs./Ms. _____

Mr./Mrs./Ms. _____

Bank _____

Bank _____

Email Address _____

Email Address _____

Branch Street Address _____

Branch Street Address _____

City, State, Zip _____

City, State, Zip _____

Phone _____

Phone _____

Cell _____

Cell _____

Topics I would like to discuss are :

**Peer group meeting notes will be posted on the peer group webpage after the meeting. You will need to login to the LBA website to view the notes.
For help, please call the LBA at 225-387-3282.**

Registration Fee

Complimentary for LBA member banks

Agenda

10:00 a.m.

Peer Group Begins

12:00 p.m.

Peer Group Adjourns

Submit registration in the Education Section of LBA's Website, www.lba.org.