

VISIBILITY

COMPANY: MPI - MAKING A POSITIVE IMPACT

INDUSTRY: MARKETING, ADVERTISING & PROMOTIONAL PRODUCTS

TESTIMONIAL:

"ICBA conventions and conferences put us in touch with community bank decision makers who are engaged in their bank's day-to-day operations. Joining the association is a no-brainer. Even if the only member benefit you take advantage of is discounted convention exhibition costs,"
– **Andrew W. Schwartz, President, Making a Positive Impact (MPI)**

BACKGROUND:

With social media so integrated into American culture, MPI wanted to develop a new product line that would take the guesswork out of social media strategy for community banks and help them reach the next level of customer engagement.

ACTIVITIES:

In 2014, MPI President and Chief Executive Officer Andrew Schwartz attended ICBA Community Banking LIVE® in Honolulu, Hawaii to survey the competitive landscape. He noted that none of the exhibitors or vendors present offered an integrated social media service. He also saw that social media had become a very visible component of the convention and that community bankers were actively documenting their experiences on social media platforms, such as Instagram, Facebook and Twitter.



RESULTS:

Six months later, MPI registered to exhibit at ICBA's 2014 Leadership Development Conference with the goal of getting exposure and providing information about its new service, MPI Social. MPI left the conference with 41 qualified leads. Schwartz stresses that the leads weren't obtained by bankers simply dropping a card in a fishbowl for the chance to win a prize, but were generated by individuals who stopped by the booth, had a conversation and said they wanted to learn more.



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