



Community Presence Overview

This is where community banks stop falling behind and start holding their ground.

This tier is the right fit if your institution has between \$100M and \$750M in assets, operates two to ten branch locations, and your marketing is currently handled by someone wearing multiple hats or no one at all. If your CEO is the de facto marketing director, this is where that changes.

Is Community Presence the Right Fit?

Community Presence was built for community banks that know they need to show up better in their market but don't have the internal staff, budget or bandwidth to drive a full marketing program on their own.

Community Presence gives your bank a consistent, professional marketing presence without the overhead of a full-time hire.

How the Engagement Works

GROW Main Street operates as an extension of your team. You don't manage a vendor. You gain a marketing partner who understands community banking, knows your market and shows up prepared.

Onboarding begins with the GROW Main Street Positioning Diagnostic, a comprehensive review of your brand, digital presence, compliance posture, content, customer experience and competitive position. The assessment ensures we start with a clear picture of where you are and a shared understanding of where you're going.

From there, your engagement runs on a consistent rhythm. Deliverables are

produced, reviewed and delivered on schedule. Your strategy sessions keep everything aligned with what's happening inside your institution and in your market.

What We Handle

Nearly everything. Content creation, compliance review, publication production, social media, Google presence management and strategic planning are all managed by our team. We make it easy for your staff to stay focused on banking.

What We Ask of You

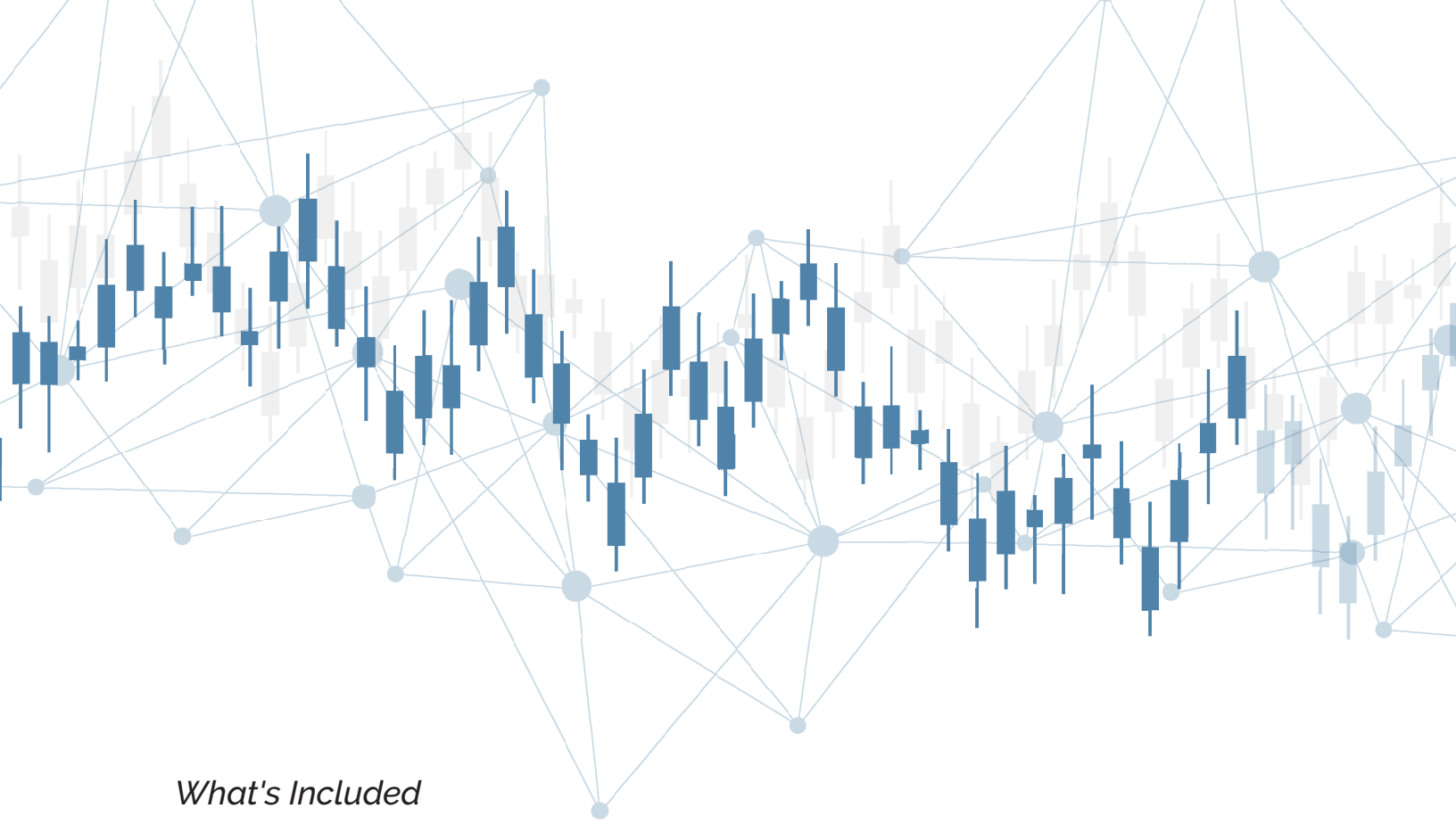
A designated point of contact, timely feedback on drafts and an occasional conversation to keep us current on your institution's priorities. That's it.

Your Investment

Community Presence is \$2,000 per month. Institutions with assets under \$250M qualify for the Main Street Growth Discount, bringing the monthly investment to \$1,500.

All engagements begin with the GROW Main Street Positioning Diagnostic, priced at \$1,500 or \$1,125 with the Main Street Growth Discount.





What's Included

8-Page Business Quarterly

A print and digital publication produced quarterly, content-targeted to your community and branded as your bank's own. Gives your bankers a reason to reach out, a resource to leave behind and a conversation starter that opens doors and builds goodwill.

Compliance-Cleared Content Calendar

Three social media posts per week and one blog post per month, compliance-ready before anything goes live. Closes the inconsistency gap that holds most community banks back.

Story Engine

A quarterly long-form content piece that captures what makes your institution worth banking with. Authentic stories are your most powerful competitive advantage over larger banks.

Staff Spotlight

A quarterly human-interest feature on your people. Familiarity with your team builds trust before a customer ever walks in the door.

Google Presence Management

Ongoing oversight of your local search visibility and digital footprint. Signals credibility and ensures your bank is easy to find.

Monthly Board Marketing One-Pager

A concise monthly report that gives leadership visibility into marketing activity and positions it as a strategic asset.

Quarterly Strategy Session

Direct access to senior-level marketing and business strategy expertise that influences decisions well beyond the marketing department.

Annual Competitive Visibility Report

A snapshot of where you stand relative to competitors. You can't close a gap you haven't measured.

Annual Strategic Marketing Plan

A written roadmap aligned to your growth goals. Moves marketing from reactive to intentional.

About GROW Main Street

GROW Main Street is a dedicated community bank marketing practice of Vertical Solutions Media, a full-service marketing agency founded in 2008.

We exist to help community banks compete, grow and hold their ground in markets where larger institutions have more resources, bigger budgets and broader name recognition. We know the community banking space, we understand the regulatory environment and we build marketing programs that work within it.

GROW Main Street brings the full resources of Vertical Solutions Media to one focused mission: helping community banks grow.

About Bethany Meadows

Bethany Meadows is the founder and CEO of Vertical Solutions Media and the driving force behind GROW Main Street. With almost 38 years of marketing experience, she has worked across industries and business sizes, with a deep focus on helping community-rooted organizations build sustainable visibility and growth.



Ready to Get Started?

Request your GROW Main Street Positioning Diagnostic at growmainstreet.co or contact Bethany Meadows at bethany@verticalsolutionsmedia.com to discuss whether Community Presence is the right fit for your institution.