



Market Authority Overview

This is where community banks stop being present and start becoming known.

This tier is the right fit if your institution is already committed to consistent marketing but needs more frequency, more depth and more strategic firepower. If you are ready to become the recognized name in your market rather than simply a familiar one, this is where that happens.

Is Market Authority the Right Fit?

Market Authority was built for the community bank that has a story worth telling, a community worth celebrating and competitors worth outpacing. You have moved past the basics. Now you are ready to claim real competitive ground in your market.

Market Authority includes everything in Community Presence, elevated in frequency and depth, plus a deeper content program, PR and media strategy, and a monthly strategy session that keeps your marketing tightly aligned with your growth goals.

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 monthly 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, PR outreach 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

Market Authority is \$4,500 per month. Institutions with assets under \$250M qualify for the Main Street Growth Discount, bringing the monthly investment to \$3,375.

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

16-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.

Monthly Business Brief

A concise monthly content piece that keeps your bank visible and relevant between quarterly publications. Positions your institution as an active voice in your market.

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

Staff Spotlight

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

Business Owner Spotlight

A quarterly feature on a local business customer. Celebrates your community, strengthens existing relationships and gives prospects a reason to see themselves as your customer.

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.

PR — Media Pitching and Press Releases

Proactive outreach to local and regional media on behalf of your institution. Puts your bank's name in front of audiences you can't reach through owned channels alone.

Community Bank Advantage Campaign

A quarterly campaign that draws a clear contrast between what your institution offers and what larger banks simply cannot. Turns your community roots into a competitive weapon.

Historical Storytelling and Milestone Program

Captures and celebrates your institution's history, anniversaries and defining moments. Deepens community identity and reinforces the trust that only comes with longevity.

Semi-Annual Competitive Visibility Report

A twice-yearly snapshot of where you stand relative to competitors in your market. You can't close a gap you haven't measured.

Monthly Strategy Session

Direct access to senior-level marketing and business strategy expertise every month. Influences decisions well beyond the marketing department.

Semi-Annual Strategic Marketing Plan

A written roadmap updated twice yearly and 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 Market Authority is the right fit for your institution.