



grow

MAIN STREET

Growth Partner Overview

This is where community banks stop managing their marketing and start owning their market.

This tier is the right fit if your institution is growth-minded, leadership is ready to treat marketing as a strategic function and you want someone in your corner who operates at the same level as your senior team. If you are ready to stop managing your marketing and start owning your market, this is where that happens.

Is Growth Partner the Right Fit?

Growth Partner was built for the community bank that has made marketing a strategic priority at the leadership level. You are not looking for a vendor to manage tasks. You are looking for an embedded partner who thinks alongside your executive team, elevates your institution's profile and helps you own your market.

Growth Partner includes everything in Market Authority, elevated in frequency and depth, plus fractional CMO support embedded in your decision-making, twice monthly strategy sessions, quarterly board presentation support and programs designed to build your brand from the inside out and the next generation of customers in.

Engagements at this tier are accepted on a limited basis to ensure every institution receives the senior-level attention it requires.

How the Engagement Works

GROW Main Street operates as a fully embedded extension of your leadership team. You don't manage a vendor. You gain a strategic partner who understands community banking at the executive level, knows your market and shows up prepared to lead.

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 with twice monthly strategy sessions, quarterly board presentations and a full suite of deliverables produced, reviewed and delivered on schedule.

What We Handle

Nearly everything. Content creation, compliance review, publication production, social media, Google presence management, PR outreach, board presentation development, brand training 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 direct access to your executive team for strategy sessions and board preparation. The depth of this engagement produces results in direct proportion to the access we have.

Your Investment

Growth Partner is \$8,500 per month. All engagements begin with the GROW Main Street Positioning Diagnostic, priced at \$1,500.



What's Included

24-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 monthly that captures what makes your institution worth banking with. Authentic stories are your most powerful competitive advantage over larger banks.

Staff Spotlight — A monthly human-interest feature on your people. 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, complete with branch posters. 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 and positions it as a strategic asset.

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.

Quarterly Competitive Visibility Report — A quarterly snapshot of where you stand relative to competitors in your market. You can't close a gap you haven't measured.

Twice Monthly Strategy Sessions — Direct access to senior-level marketing and business strategy expertise twice every month. The most consequential decisions your institution makes deserve a strategic partner in the room.

Quarterly Strategic Marketing Plan — A written roadmap updated quarterly and aligned to your growth goals. Moves marketing from reactive to intentional.

Board Presentation Support — A full quarterly deck prepared for your board that communicates marketing performance, strategic direction and institutional momentum in language leadership understands.

Fractional CMO Support — Senior marketing leadership embedded in your decision-making without the cost of a full-time executive hire. Strategic counsel available when your institution needs it most.

Brand Ambassador Training Program — Equips your team to represent your institution with consistency and confidence. Turns every employee into a credible extension of your brand.

Annual Generational Bridge Campaign — A purposeful annual campaign designed to attract the next generation of customers to your institution while deepening loyalty with the customers you already have.

Quarterly Employer Brand Program — Positions your institution as a destination employer in your community. Supports recruitment, retention and the kind of internal culture that shows up in every customer interaction.



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?

Growth Partner engagements are accepted on a limited basis. To inquire about availability or begin the conversation, contact Bethany Meadows directly at bethany@verticalsolutionsmedia.com or visit growmainstreet.co.