

Q1 First Name

Answered: 12 Skipped: 0

#	RESPONSES	DATE
1	Kathleen	2/1/2022 10:56 AM
2	Carolyn	1/31/2022 11:58 AM
3	Kirstie	1/11/2022 1:00 PM
4	Allie	1/7/2022 1:22 PM
5	Nicole	1/7/2022 10:13 AM
6	Amy	1/6/2022 9:54 AM
7	Jennifer	1/5/2022 2:29 PM
8	Maureen	1/5/2022 11:53 AM
9	Katie	1/5/2022 11:33 AM
10	ERIC	1/5/2022 11:28 AM
11	Laura	1/4/2022 1:56 PM
12	Helen	1/4/2022 8:36 AM

Q2 Last Name

Answered: 12 Skipped: 0

#	RESPONSES	DATE
1	Johnson	2/1/2022 10:56 AM
2	Kiser	1/31/2022 11:58 AM
3	Beckwith	1/11/2022 1:00 PM
4	Wittkamp	1/7/2022 1:22 PM
5	Davis	1/7/2022 10:13 AM
6	Copeland	1/6/2022 9:54 AM
7	Knighting	1/5/2022 2:29 PM
8	Medlin	1/5/2022 11:53 AM
9	Wilcox	1/5/2022 11:33 AM
10	PESOLA	1/5/2022 11:28 AM
11	Wright	1/4/2022 1:56 PM
12	Person	1/4/2022 8:36 AM

Q3 Bank

Answered: 12 Skipped: 0

#	RESPONSES	DATE
1	The Freedom Bank of Virginia	2/1/2022 10:56 AM
2	American National	1/31/2022 11:58 AM
3	First Bank	1/11/2022 1:00 PM
4	TowneBank	1/7/2022 1:22 PM
5	F&M Bank	1/7/2022 10:13 AM
6	Farmers Bank	1/6/2022 9:54 AM
7	Oak View National Bank	1/5/2022 2:29 PM
8	C&F Bank	1/5/2022 11:53 AM
9	Virginia National Bank	1/5/2022 11:33 AM
10	Chesapeake Bank	1/5/2022 11:28 AM
11	Old Point National Bank	1/4/2022 1:56 PM
12	Benchmark Community Bank	1/4/2022 8:36 AM

Q4 Number of Branches

Answered: 12 Skipped: 0

#	RESPONSES	DATE
1	5	2/1/2022 10:56 AM
2	26	1/31/2022 11:58 AM
3	23	1/11/2022 1:00 PM
4	41	1/7/2022 1:22 PM
5	12	1/7/2022 10:13 AM
6	8	1/6/2022 9:54 AM
7	3	1/5/2022 2:29 PM
8	31	1/5/2022 11:53 AM
9	16	1/5/2022 11:33 AM
10	14	1/5/2022 11:28 AM
11	16	1/4/2022 1:56 PM
12	17	1/4/2022 8:36 AM

Q5 Number of Employees

Answered: 12 Skipped: 0

#	RESPONSES	DATE
1	100	2/1/2022 10:56 AM
2	360	1/31/2022 11:58 AM
3	215	1/11/2022 1:00 PM
4	1200	1/7/2022 1:22 PM
5	200	1/7/2022 10:13 AM
6	80	1/6/2022 9:54 AM
7	56	1/5/2022 2:29 PM
8	350	1/5/2022 11:53 AM
9	180	1/5/2022 11:33 AM
10	220-ish	1/5/2022 11:28 AM
11	285	1/4/2022 1:56 PM
12	206	1/4/2022 8:36 AM

Q6 Asset Size

Answered: 12 Skipped: 0

#	RESPONSES	DATE
1	\$876.8 million	2/1/2022 10:56 AM
2	3.2 Billion	1/31/2022 11:58 AM
3	1.33 B	1/11/2022 1:00 PM
4	15.8B	1/7/2022 1:22 PM
5	\$1,170,659,095	1/7/2022 10:13 AM
6	608,770	1/6/2022 9:54 AM
7	\$330 million	1/5/2022 2:29 PM
8	\$1.5 Billion	1/5/2022 11:53 AM
9	1.9 billion	1/5/2022 11:33 AM
10	\$1B	1/5/2022 11:28 AM
11	\$1.3 billion	1/4/2022 1:56 PM
12	\$1B	1/4/2022 8:36 AM

Q7 What are the five major responsibilities of your position?

Answered: 12 Skipped: 0

#	RESPONSES	DATE
1	1. Marketing - Manage all marketing efforts for the company including the marketing strategy, tactics and implementation, as well as, oversee the marketing budget 2. Internal Communication – Maintain effective internal communications to ensure all relevant Bank functions are informed of strategic and marketing objectives. 3. Sales – Provide the necessary tools for sales and front line staff to successfully sell the Bank's offerings. 4. Community – Help organize and facilitate community outreach bank-wide to ensure the Bank is visible and an active participant in the surrounding communities. 5. Digital – Use digital channels to promote the Bank's products and services and drive sales.	2/1/2022 10:56 AM
2	Manage department, oversee employee communications, Customer communications, Community relations, external marketing/acquisition efforts	1/31/2022 11:58 AM
3	Oversee comprehensive marketing campaigns for all products and services. Manage projects between internal departments and external vendors. Grow consumer deposit accounts and online account opening. Plan and execute all bank events and sponsorships. Analyze and manage all digital channels.	1/11/2022 1:00 PM
4	-Marketing Strategy Development & Implementation -Communications & Message Development -Public/Community Relations & Publication Management -Sales Support Management	1/7/2022 1:22 PM
5	-Manage sponsorships both bank-wide and for mortgage line of business -Social Media coordinator for bank and mortgage -Mortgage marketing specialist -Event management - Graphic design	1/7/2022 10:13 AM
6	-manage marketing budget -generate advertising -coordinate events -support for new projects - manage website and social media content	1/6/2022 9:54 AM
7	Marketing, Sales, Engagement (internal & external), Experience (internal & external), Financial Education	1/5/2022 2:29 PM
8	Product Promotion, Customer Experience, Digital and Website, Advertising/Promotions/Events, New Branch Design/Brand Management,	1/5/2022 11:53 AM
9	creatives, corporate communications, social media, press, liaison	1/5/2022 11:33 AM
10	Manage website, CRM, marketing automation, social, ads, e-mail	1/5/2022 11:28 AM
11	Overseeing all marketing functions for the corporation (bank, mortgage, insurance, and trust), which includes branding, advertising, website, social media, sponsorships, events, public relations, and investor relations.	1/4/2022 1:56 PM
12	Director of Marketing & Public Relations	1/4/2022 8:36 AM

Q8 Number of People in Department

Answered: 12 Skipped: 0

#	RESPONSES	DATE
1	1	2/1/2022 10:56 AM
2	2	1/31/2022 11:58 AM
3	1	1/11/2022 1:00 PM
4	17	1/7/2022 1:22 PM
5	3	1/7/2022 10:13 AM
6	1	1/6/2022 9:54 AM
7	Me, Myself, & I	1/5/2022 2:29 PM
8	3	1/5/2022 11:53 AM
9	2	1/5/2022 11:33 AM
10	5	1/5/2022 11:28 AM
11	3	1/4/2022 1:56 PM
12	3	1/4/2022 8:36 AM

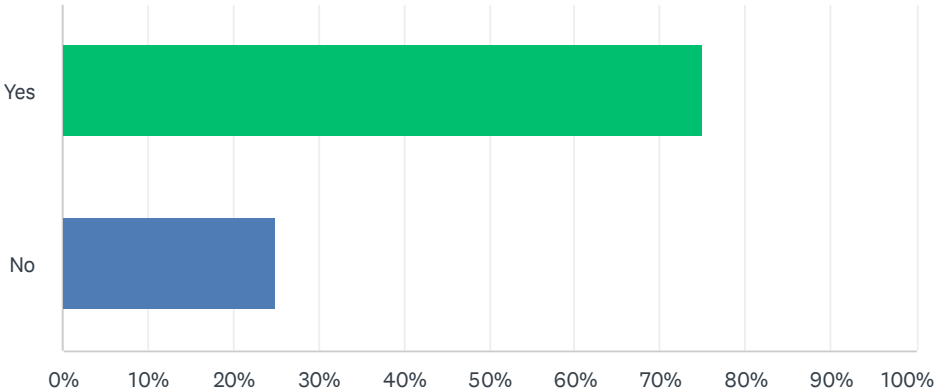
Q9 Roles of Others in the Department

Answered: 9 Skipped: 3

#	RESPONSES	DATE
1	n/a	2/1/2022 10:56 AM
2	I have a Marketing Manager who supports me in most of the above	1/31/2022 11:58 AM
3	N/A	1/11/2022 1:00 PM
4	- Digital Channel Management - Meeting & Event Management - Investor Relations - Project Management - Production Specialist	1/7/2022 1:22 PM
5	Digital Analyst Customer Engagement Specialist	1/5/2022 11:53 AM
6	Director of Marketing	1/5/2022 11:33 AM
7	CMO, Product Manager, Marketing Coordinator, Content Coordinator	1/5/2022 11:28 AM
8	One Marketing Coordinator's focus is social media and event/sponsorship management and the other Marketing Coordinator's focus is our digital marketing, website, and assisting with projects/services. Both help develop marketing collateral and manage branch needs/communications.	1/4/2022 1:56 PM
9	Digital Marketing Manager Marketing Assistant	1/4/2022 8:36 AM

Q10 Do You Work with an Agency?

Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	75.00%	9
No	25.00%	3
TOTAL		12

Q11 Top Vendors

Answered: 12 Skipped: 0

ANSWER CHOICES	RESPONSES	
Core	100.00%	12
Online Banking	100.00%	12
Web Developer	100.00%	12
Other Services/Vendors (type in)	91.67%	11

#	CORE	DATE
1	Fiserv	2/1/2022 10:56 AM
2	Jack Henry	1/31/2022 11:58 AM
3	Jack Henry	1/11/2022 1:00 PM
4	FIS	1/7/2022 1:22 PM
5	Jack Henry	1/7/2022 10:13 AM
6	Jack Henry	1/6/2022 9:54 AM
7	CSI	1/5/2022 2:29 PM
8	Fiserv	1/5/2022 11:53 AM
9	ICS	1/5/2022 11:33 AM
10	Jack Henry	1/5/2022 11:28 AM
11	Fiserv	1/4/2022 1:56 PM
12	FIS - Bankway	1/4/2022 8:36 AM

#	ONLINE BANKING	DATE
1	Q2	2/1/2022 10:56 AM
2	Profit Stars - Banno	1/31/2022 11:58 AM
3	Jack Henry	1/11/2022 1:00 PM
4	NCR/Digital Insight	1/7/2022 1:22 PM
5	Banno (Jack Henry)	1/7/2022 10:13 AM
6	Jack Henry	1/6/2022 9:54 AM
7	CSI	1/5/2022 2:29 PM
8	Fiserv	1/5/2022 11:53 AM
9	ICS	1/5/2022 11:33 AM
10	Q2	1/5/2022 11:28 AM
11	Q2	1/4/2022 1:56 PM
12	NCR/Digital Insight	1/4/2022 8:36 AM

#	WEB DEVELOPER	DATE
1	Ampcus	2/1/2022 10:56 AM

Marketing Committee Member Survey

2	Profit Stars - Banno	1/31/2022 11:58 AM
3	WSI	1/11/2022 1:00 PM
4	American Eagle/Kintico	1/7/2022 1:22 PM
5	Estland	1/7/2022 10:13 AM
6	Array Digital	1/6/2022 9:54 AM
7	VGM Forbin	1/5/2022 2:29 PM
8	Fiserv	1/5/2022 11:53 AM
9	Expression Engine	1/5/2022 11:33 AM
10	N/A	1/5/2022 11:28 AM
11	Currently Studio Center, moving to Milestone now	1/4/2022 1:56 PM
12	NCR/Digital Insight	1/4/2022 8:36 AM
#	OTHER SERVICES/VENDORS (TYPE IN)	DATE
1	Vizual - Marketing Firm; PR Newswire - Press Releases	2/1/2022 10:56 AM
2	Bank Bound, Source4, Works 24, Banzai	1/31/2022 11:58 AM
3	Online Account & Loan Opening - Meridian Link (Loans PQ)	1/11/2022 1:00 PM
4	ClickRSVP (Email), Falcon (social media), Burelles (media reporting), Harland Clarke, Yext	1/7/2022 1:22 PM
5	David Landis Productions	1/6/2022 9:54 AM
6	Mills Marketing; Segmint; Kasasa	1/5/2022 2:29 PM
7	Velocity, Elan	1/5/2022 11:53 AM
8	BankBound, Haberfeld	1/5/2022 11:33 AM
9	Brand Federation	1/5/2022 11:28 AM
10	Digital Onboarding, ClickSWITCH, Debit Cards - Worldpay from FIS, Credit Cards - TCM Bank	1/4/2022 1:56 PM
11	Effectv (video ads); Judy Ellington Design/The Vernon Company (Promotional Items); SiteImprove (web quality); Buffer (social media); Continuity (compliance); Banzai (online financial education)	1/4/2022 8:36 AM

Q12 New Tools Implemented as a Result of the Pandemic

Answered: 11 Skipped: 1

#	RESPONSES	DATE
1	Salesforce/Pardot	2/1/2022 10:56 AM
2	appointment setting, virtual meeting, new online banking platform	1/31/2022 11:58 AM
3	N/A	1/11/2022 1:00 PM
4	DocuSign, Enhanced website contact features (including Yext for online and professional listings), Increased online search campaign, Letter automation, Webex, Teams, Jabber	1/7/2022 1:22 PM
5	Online account opening feature for both consumer and business accounts	1/7/2022 10:13 AM
6	-getting ready to implement online account opening form -conversations plugin for online banking/mobile app	1/6/2022 9:54 AM
7	Microsoft Bookings, higher usage of Microsoft Teams	1/5/2022 11:53 AM
8	Zoom	1/5/2022 11:33 AM
9	Zoom, WebEx	1/5/2022 11:28 AM
10	Online Appointment Scheduling (UKG/Kronos), expanded esign capabilities (IMM), Contactless Cards, Zelle, Online Account Opening in progress (Newgen)	1/4/2022 1:56 PM
11	More reliance on digital advertising Digital document facilitation Virtual meetings (telecon; online) Digital banking	1/4/2022 8:36 AM