

VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

VBA Marketing Committee Meeting

February 10, 2025 | 10am-12pm

Join Zoom Meeting

<https://us02web.zoom.us/j/84095424028?pwd=63EesEUaxjkfxAgXuzx5jY5R2JXSlt.1>

Meeting ID: 840 9542 4028

Passcode: 460817

AGENDA

I. Welcome – Laura Wright

II. VBA Committee Intro and New Members' Welcome – Chandler Owdom

- Morgan Bolling, Atlantic Union Bank, Sr Manager of Performance Marketing
- Emily Cutsail, C&F Bank, Digital Marketing Manager

III. Icebreaker – Laura Wright

- Please introduce yourself, including your name, title and bank, and also share: What's one goal or project you have in mind to complete for 2025, whether personally or professionally?

IV. [VBA Connect | Protect Experience](#) – Kristen Reid

- a. Other Education & Training Updates

V. Financial Literacy Updates – Monica McDearmon

VI. Roundtable Discussion – Laura Wright

- a. Recent topics via email:
 - i. Does anyone use Semrush for SEO or Google listing management?
 - ii. We are in the early stages of a website re-design, and our website designer prefers to use WordPress, while our IT department is leaning towards Drupal. Does anyone have any insights or recommendations on which platform might be the better choice?
 - iii. Does anyone have any experience using Fivrr or any of the other freelance graphic designer groups?
 - iv. What policies do you have in place for employee social media accounts? In terms of making references to the bank and also whether they need to be set to private?

VII. Adjourn

