

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, January 04, 2022 8:30:48 AM
Last Modified: Tuesday, January 04, 2022 8:36:19 AM
Time Spent: 00:05:31
IP Address: 184.170.104.138

Page 1: General

Q1

First Name

Helen

Q2

Last Name

Person

Q3

Bank

Benchmark Community Bank

Q4

Number of Branches

17

Q5

Number of Employees

206

Q6

Asset Size

\$1B

Q7

What are the five major responsibilities of your position?

Director of Marketing & Public Relations

Q8

Number of People in Department

3

Q9

Roles of Others in the Department

Digital Marketing Manager

Marketing Assistant

Q10

No

Do You Work with an Agency?

Q11

Top Vendors

Core

FIS - Bankway

Online Banking

NCR/Digital Insight

Web Developer

NCR/Digital Insight

Other Services/Vendors (type in)

Effectv (video ads); Judy Ellington Design/The Vernon Company (Promotional Items); SiteImprove (web quality); Buffer (social media); Continuity (compliance); Banzai (online financial education)

Q12

New Tools Implemented as a Result of the Pandemic

More reliance on digital advertising

Digital document facilitation

Virtual meetings (telecon; online)

Digital banking

#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, January 04, 2022 1:19:26 PM
Last Modified: Tuesday, January 04, 2022 1:55:33 PM
Time Spent: 00:36:07
IP Address: 216.54.89.6

Page 1: General

Q1

First Name

Laura

Q2

Last Name

Wright

Q3

Bank

Old Point National Bank

Q4

Number of Branches

16

Q5

Number of Employees

285

Q6

Asset Size

\$1.3 billion

Q7

What are the five major responsibilities of your position?

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.

Q8

Number of People in Department

3

Q9

Roles of Others in the Department

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.

Q10

No

Do You Work with an Agency?

Q11

Top Vendors

Core

Fiserv

Online Banking

Q2

Web Developer

Currently Studio Center, moving to Milestone now

Other Services/Vendors (type in)

**Digital Onboarding, ClickSWITCH, Debit Cards -
Worldpay from FIS, Credit Cards - TCM Bank**

Q12

New Tools Implemented as a Result of the Pandemic

Online Appointment Scheduling (UKG/Kronos), expanded esign capabilities (IMM), Contactless Cards, Zelle, Online Account Opening in progress (Newgen)

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, January 05, 2022 11:24:54 AM
Last Modified: Wednesday, January 05, 2022 11:28:26 AM
Time Spent: 00:03:31
IP Address: 63.88.5.3

Page 1: General

Q1

First Name

ERIC

Q2

Last Name

PESOLA

Q3

Bank

Chesapeake Bank

Q4

Number of Branches

14

Q5

Number of Employees

220-ish

Q6

Asset Size

\$1B

Q7

What are the five major responsibilities of your position?

Manage website, CRM, marketing automation, social, ads, e-mail

Q8

Number of People in Department

5

Q9

Roles of Others in the Department

CMO, Product Manager, Marketing Coordinator, Content Coordinator

Q10

Yes

Do You Work with an Agency?

Q11

Top Vendors

Core **Jack Henry**

Online Banking **Q2**

Web Developer **N/A**

Other Services/Vendors (type in) **Brand Federation**

Q12

New Tools Implemented as a Result of the Pandemic

Zoom, WebEx

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, January 05, 2022 11:27:21 AM
Last Modified: Wednesday, January 05, 2022 11:32:36 AM
Time Spent: 00:05:15
IP Address: 73.86.2.111

Page 1: General

Q1

First Name

Katie

Q2

Last Name

Wilcox

Q3

Bank

Virginia National Bank

Q4

Number of Branches

16

Q5

Number of Employees

180

Q6

Asset Size

1.9 billion

Q7

What are the five major responsibilities of your position?

creatives, corporate communications, social media, press, liaison

Q8

Number of People in Department

2

Q9

Roles of Others in the Department

Director of Marketing

Q10

Yes

Do You Work with an Agency?

Q11

Top Vendors

Core	ICS
Online Banking	ICS
Web Developer	Expression Engine
Other Services/Vendors (type in)	BankBound, Habersfeld

Q12

New Tools Implemented as a Result of the Pandemic

Zoom

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, January 05, 2022 11:48:53 AM
Last Modified: Wednesday, January 05, 2022 11:52:35 AM
Time Spent: 00:03:42
IP Address: 209.156.105.210

Page 1: General

Q1

First Name

Maureen

Q2

Last Name

Medlin

Q3

Bank

C&F Bank

Q4

Number of Branches

31

Q5

Number of Employees

350

Q6

Asset Size

\$1.5 Billion

Q7

What are the five major responsibilities of your position?

Product Promotion, Customer Experience, Digital and Website, Advertising/Promotions/Events, New Branch Design/Brand Management,

Q8

Number of People in Department

3

Q9

Roles of Others in the Department

Digital Analyst
Customer Engagement Specialist

Q10

Yes

Do You Work with an Agency?

Q11

Top Vendors

Core	Fiserv
Online Banking	Fiserv
Web Developer	Fiserv
Other Services/Vendors (type in)	Velocity, Elan

Q12

New Tools Implemented as a Result of the Pandemic

Microsoft Bookings, higher usage of Microsoft Teams

#6

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, January 05, 2022 1:14:21 PM
Last Modified: Wednesday, January 05, 2022 2:28:31 PM
Time Spent: 01:14:09
IP Address: 199.195.61.17

Page 1: General

Q1

First Name

Jennifer

Q2

Last Name

Knighting

Q3

Bank

Oak View National Bank

Q4

Number of Branches

3

Q5

Number of Employees

56

Q6

Asset Size

\$330 million

Q7

What are the five major responsibilities of your position?

Marketing, Sales, Engagement (internal & external), Experience (internal & external), Financial Education

Q8

Number of People in Department

Me, Myself, & I

Q9

Respondent skipped this question

Roles of Others in the Department

Q10

Yes

Do You Work with an Agency?

Q11

Top Vendors

Core	CSI
Online Banking	CSI
Web Developer	VGM Forbin
Other Services/Vendors (type in)	Mills Marketing; Segmint; Kasasa

Q12

Respondent skipped this question

New Tools Implemented as a Result of the Pandemic

#7

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, January 06, 2022 9:47:32 AM
Last Modified: Thursday, January 06, 2022 9:54:11 AM
Time Spent: 00:06:39
IP Address: 74.200.52.177

Page 1: General

Q1

First Name

Amy

Q2

Last Name

Copeland

Q3

Bank

Farmers Bank

Q4

Number of Branches

8

Q5

Number of Employees

80

Q6

Asset Size

608,770

Q7

What are the five major responsibilities of your position?

- manage marketing budget
 - generate advertising
 - coordinate events
 - support for new projects
 - manage website and social media content
-

Q8

Number of People in Department

1

Q9

Respondent skipped this question

Roles of Others in the Department

Q10

Yes

Do You Work with an Agency?

Q11

Top Vendors

Core	Jack Henry
Online Banking	Jack Henry
Web Developer	Array Digital
Other Services/Vendors (type in)	David Landis Productions

Q12

New Tools Implemented as a Result of the Pandemic

- getting ready to implement online account opening form
 - conversations plugin for online banking/mobile app
-

#8

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, January 07, 2022 10:02:58 AM
Last Modified: Friday, January 07, 2022 10:13:22 AM
Time Spent: 00:10:23
IP Address: 50.205.153.58

Page 1: General

Q1

First Name

Nicole

Q2

Last Name

Davis

Q3

Bank

F&M Bank

Q4

Number of Branches

12

Q5

Number of Employees

200

Q6

Asset Size

\$1,170,659,095

Q7

What are the five major responsibilities of your position?

- 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
-

Q8

Number of People in Department

3

Q9

Respondent skipped this question

Roles of Others in the Department

Q10

No

Do You Work with an Agency?

Q11

Top Vendors

Core	Jack Henry
Online Banking	Banno (Jack Henry)
Web Developer	Estland

Q12

New Tools Implemented as a Result of the Pandemic

Online account opening feature for both consumer and business accounts

#9

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, January 07, 2022 1:09:18 PM
Last Modified: Friday, January 07, 2022 1:22:10 PM
Time Spent: 00:12:52
IP Address: 216.54.86.51

Page 1: General

Q1

First Name

Allie

Q2

Last Name

Wittkamp

Q3

Bank

TowneBank

Q4

Number of Branches

41

Q5

Number of Employees

1200

Q6

Asset Size

15.8B

Q7

What are the five major responsibilities of your position?

- Marketing Strategy Development & Implementation
 - Communications & Message Development
 - Public/Community Relations & Publication Management
 - Sales Support Management
-

Q8

Number of People in Department

17

Q9

Roles of Others in the Department

- Digital Channel Management
 - Meeting & Event Management
 - Investor Relations
 - Project Management
 - Production Specialist
-

Q10

Yes

Do You Work with an Agency?

Q11

Top Vendors

Core	FIS
Online Banking	NCR/Digital Insight
Web Developer	American Eagle/Kintico
Other Services/Vendors (type in)	ClickRSVP (Email), Falcon (social media), Burelles (media reporting), Harland Clarke, Yext

Q12

New Tools Implemented as a Result of the Pandemic

DocuSign, Enhanced website contact features (including Yext for online and professional listings), Increased online search campaign, Letter automation, Webex, Teams, Jabber

#10

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, January 11, 2022 12:43:25 PM
Last Modified: Tuesday, January 11, 2022 1:00:03 PM
Time Spent: 00:16:37
IP Address: 204.111.41.194

Page 1: General

Q1

First Name

Kirstie

Q2

Last Name

Beckwith

Q3

Bank

First Bank

Q4

Number of Branches

23

Q5

Number of Employees

215

Q6

Asset Size

1.33 B

Q7

What are the five major responsibilities of your position?

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.

Q8

Number of People in Department

1

Q9

Roles of Others in the Department

N/A

Q10

Yes

Do You Work with an Agency?

Q11

Top Vendors

Core	Jack Henry
Online Banking	Jack Henry
Web Developer	WSI
Other Services/Vendors (type in)	Online Account & Loan Opening - Meridian Link (Loans PQ)

Q12

New Tools Implemented as a Result of the Pandemic

N/A

#11

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, January 31, 2022 11:55:19 AM
Last Modified: Monday, January 31, 2022 11:58:28 AM
Time Spent: 00:03:08
IP Address: 174.206.1.6

Page 1: General

Q1

First Name

Carolyn

Q2

Last Name

Kiser

Q3

Bank

American National

Q4

Number of Branches

26

Q5

Number of Employees

360

Q6

Asset Size

3.2 Billion

Q7

What are the five major responsibilities of your position?

Manage department, oversee employee communications, Customer communications, Community relations, external marketing/acquisition efforts

Q8

Number of People in Department

2

Q9

Roles of Others in the Department

I have a Marketing Manager who supports me in most of the above

Q10

Yes

Do You Work with an Agency?

Q11

Top Vendors

Core	Jack Henry
Online Banking	Profit Stars - Banno
Web Developer	Profit Stars - Banno
Other Services/Vendors (type in)	Bank Bound, Source4, Works 24, Banzai

Q12

New Tools Implemented as a Result of the Pandemic

appointment setting, virtual meeting, new online banking platform

#12

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, February 01, 2022 10:39:31 AM
Last Modified: Tuesday, February 01, 2022 10:55:59 AM
Time Spent: 00:16:28
IP Address: 4.79.229.2

Page 1: General

Q1

First Name

Kathleen

Q2

Last Name

Johnson

Q3

Bank

The Freedom Bank of Virginia

Q4

Number of Branches

5

Q5

Number of Employees

100

Q6

Asset Size

\$876.8 million

Q7

What are the five major responsibilities of your position?

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.
-

Q8

Number of People in Department

1

Q9

Roles of Others in the Department

n/a

Q10

Yes

Do You Work with an Agency?

Q11

Top Vendors

Core	Fiserv
Online Banking	Q2
Web Developer	Ampcus
Other Services/Vendors (type in)	Vizual - Marketing Firm; PR Newswire - Press Releases

Q12

New Tools Implemented as a Result of the Pandemic

Salesforce/Pardot
