

At Texas Partners Bank, we believe in the power of partnerships, and our marketing department operates as a multimedia content studio. We publish videos, a bank podcast and blog stories highlighting personal banking partnerships and we connect our purpose and vision for business growth in the communities we serve.

We generate stories for entrepreneurs to encourage inspiration and expertise from others, especially during a time when entrepreneurs may feel isolated and uncertain. We pursue stories that exemplify the unique DNA of entrepreneurs—the fighting resilience, ferocious commitment to success, and the steadfast resolve to grow despite unprecedented circumstances.

Our journalistic commitment to finding the heartbeat of the markets we serve has made our media feel distinctive, and our voice unique. We launched and produced a podcast in our San Antonio market called [San Antonio Business Heroes](#), which showcased some of the city's most iconic business leaders. We published this series in the [San Antonio Business Journal](#) and it had an average of a 20% click through rate. We also have an editorial content series called [Business Blueprint](#), which serves as a thought partnership platform for entrepreneurs who are searching for resources to grow and scale their business. Additionally, we used this content to build email drip campaigns for prospecting and retention. We align our business content to match the business owner's phase of business growth, categorizing what they see according to their growth goals of planning, launching or scaling their business.

To bring client stories to life, we publish feature articles on our robust blog platform called [Partners Press](#) that include video interviews produced by our team in-house. We also feature our team members' stories in our media productions, to champion our workplace culture and the accomplishments of our teammates as they work to achieve goals for the bank. For our 15-year anniversary milestone that we celebrated in June, we produced a [video campaign](#) featuring the original employees of the bank, who shared their stories of career growth.

The impact of our fully integrated marketing campaigns and approach to storytelling has not only made an impression on our clients and within our community, but it has allowed the bank to have warm introductions to new clients who are drawn in by our curated content. Our mission is to be innovative in storytelling and to consistently provide value and inspiration.