

Purpose, Power, and Partnership: The Relentless Pursuit of Relationships

What's changed in 2023? With the unknowns in today's business and financial environment, the need to tell a better story is mission-critical. At Texas Partners Bank, whose bank members include The Bank of San Antonio, The Bank of Austin, and Texas Hill Country Bank, our values are the lens we use to see everything in creating and executing our marketing strategy.

As a coalition of growth-minded and mission-driven teammates, we cultivate an innovative approach to marketing that includes storytelling, curated events, podcasts, educational programs, and more, resulting in new and strengthened relationships for the bank, which often results in new clients, and increased deposits and loans.

Winning for us is a series of incremental improvements and it's how we get better every day. The marketing team connects with each banker to discern and listen to what entrepreneurs are facing in today's challenging environments. In turn, we deliver compelling stories that are grounded in empathy. We listen for insights gained from one-on-one interviews with local entrepreneurs, produce content to help others feel seen, and ultimately, our strategy earns and builds trust. Our stories often open doors to warm leads and new relationships, and often, we strengthen current relationships.

Forward-Facing Engagement

In 2023, we are looking forward because legacy for us is not history—the old-school way of marketing is ineffective and does not deliver value. We focus on how each of us, as employees of Texas Partners Bank, and the entrepreneurs and the teams they serve, are responsible for writing the next chapter in our communities.

Activate Your Ambition

The bank's marketing team connects with the local community its member banks serve with a multi-platform strategy distinct to each market. Local entrepreneurs in each community are the platform contributors through video storytelling, where they share their advice for success and why their partnership with their banker helps power their growth.

Building Our Community Momentum: Pioneering Together

Each member banks have a persona and identity. The stories shared by each of the member banks in the area reflect the local entrepreneurial community to a T. There is nothing more powerful than hearing about how an entrepreneur that one might admire in their community, who maybe grew up in their neighborhood, sharing their blueprint for success. Our storytelling style focuses on sharing the message that attracts micro-communities and calls out to like-minded entrepreneurs with the goal of sharing content that embodies the feeling of "people like us do things like this." We refine our style, insights, and platforms continuously so that we are agile storytellers serving to connect our communities and serve as strategic partners.

Program Focus: STRIDE

Trailer: <https://texaspartnersbank.s3.us-east-2.amazonaws.com/TBOSASTRIDE60.mov>

The alternative framework in our marketing approach differentiates the bank from the many other banks in central Texas. This past fall, Marketing co-launched STRIDE, the first-of-its-kind certification program for entrepreneurs co-taught by Texas A&M San Antonio professors, bankers from The Bank of San Antonio, and local business owners sharing their stories during fireside chats.

<https://thebankofsa.texaspartners.bank/stride>. Each participant who attended the 5-week course received a micro-credential from TAMU-SA. This year, we continue STRIDE as our CRA and community education program with pop-up events, financial literacy classes, and more.

The team also produced a podcast called San Antonio Business Heroes, and they have future podcasts in the works for their other markets. <https://thebankofsa.texaspartners.bank/about/blog/podcast>

All the content gathered during the filmed podcast interviews was multi-purposed into a social media plan, sponsored content and a Business Blueprint, a section of their website that guides how to plan, launch, manage, and grow your business.

<https://thebankofsa.texaspartners.bank/business-blueprint>

Our outward-facing marketing strategy is experienced through storytelling as the core vehicle. The team leverages sponsored content with local publications to share compelling narratives with others who could benefit from a strong banking partner.

<https://www.bizjournals.com/sanantonio/feature/business-heroes>

Our marketing strategy is entrepreneurial because we constantly tweak, enhance, and match bank content to align with the current business environment and untapped opportunities, much like the entrepreneurs we serve.

Additional Examples of Entrepreneurial Verticals:

Franchise Focus: <https://texaspartners-new2021-uat.banno.com/fueling-franchise-and-restaurant-success>

Non-Profit Banking: <https://thebankofsa.texaspartners.bank/business/commercial-banking/nonprofit-banking>

<https://thebankofsa.texaspartners.bank/banking-on-hope-nonprofit-ceo-finds-partnership-for-growth>

Healthcare Banking: <https://thebankofsa.texaspartners.bank/business/commercial-banking/healthcare-banking>

Employee Partners Profiles:

International Women's Day: <https://texashillcountrybank.texaspartners.bank/international-womens-day-2023>

<https://thebankofaustin.texaspartners.bank/steadfast-service--tommy-elliott>