



Marketing

At Lone Star National Bank, Marketing plays a vital role in supporting our lenders, banking center managers and business development officers and their small business partners. We go beyond traditional marketing by actively promoting our clients and we've revamped our YouTube channel to spotlight local businesses and encourage residents to shop locally and support regional growth.

We continued our "Lunch & Learn" Small Business Seminar series, drawing more than 300 attendees to date. These sessions offer education in insurance savings, tax strategies and company structure, further demonstrating our commitment to small business success.

On social media, we regularly feature new business clients, telling their stories and giving them visibility across our growing digital platforms. We also strategically share client testimonials across campaigns to build trust, credibility, and community connection.

Our Marketing Team is a true partner in driving LSNB's mission: to build lasting relationships, empower local entrepreneurs, and fuel economic success.

With innovation, integrity, and purpose, our testimonials are truly transforming.