



Marketing | LSNB Local Highlights

At Lone Star National Bank, marketing is about more than promoting products and services. It is about strengthening relationships, supporting our customers, and celebrating the businesses that make South Texas unique.

With that goal in mind, LSNB created LSNB Local Highlights, a video storytelling campaign designed to showcase the entrepreneurs and small businesses that drive our local economy. Rather than focusing the spotlight on the bank, LSNB shifted its marketing platforms to elevate the stories of local business owners, highlighting their journeys, passions, and contributions to the communities they serve.

Since launching in 2025, the campaign has produced 15 video features highlighting LSNB business customers across a variety of industries, including food service, healthcare, beauty, consulting, and professional services. Each video provides business owners with an opportunity to share their story, discuss their relationship with LSNB, and highlight the products and services that have supported their growth.

The campaign was developed and managed entirely by LSNB with several goals in mind: strengthen relationships with business customers, increase brand awareness, support local businesses, differentiate LSNB from competitors, and increase engagement across digital platforms.

The results have been significant. The Local Highlights series has generated more than 125,000 video views across social media platforms, with Facebook and Instagram serving as key channels for engagement. Featured businesses frequently collaborate by sharing the videos across their own platforms, expanding reach while creating authentic community-driven promotion.

Beyond marketing metrics, the campaign has delivered meaningful value to participating businesses. Many reported increased visibility, customer engagement, and awareness following their feature. The videos also serve as powerful testimonials, allowing business owners to share why they chose LSNB as their banking partner and how the bank has supported their success.

What makes LSNB Local Highlights unique is its authenticity. Rather than relying on traditional advertising, the campaign focuses on real people and real stories. By celebrating local entrepreneurs and using its marketing platforms to amplify their voices, LSNB has created meaningful content that strengthens customer relationships, increases engagement, and reinforces its commitment to the communities it proudly serves.



At its core, LSNB Local Highlights reflects the role we believe community banking should play: supporting local dreams, celebrating local success, and investing in the people who make the Valley stronger.

****Video Submissions: LSNB Local Highlights***