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IMN to Host Small Business Marketing Webinar for Community Financial Institutions

“How Community Financial Institutions Can Turn Small Business into Big Business”

Webinar to address innovative marketing techniques that engage small businesses

WALTHAM, Mass. – Oct. 26, 2010 – [IMN](#), an e-communications company for the financial services industry, today announced a free marketing webinar for community banks and credit unions that will address how e-communications can be used to attract and retain small business customers.

A valuable market segment for financial institutions, each small business customer represents approximately \$5,173 in net potential revenue per year, according to [Barlow Research](#). Traditionally, community financial institutions have been best positioned to develop relationships with local small businesses, as Raddon Financial Group’s Fall 2008 [Small Business National Research](#) study found that more than half of a financial institution’s business accounts are located within three miles of its branch locations. However, small banks and credit unions are experiencing greater competition from larger institutions that are seeking small business customers. Bank of America recently announced that they were hiring 1,000 new small business bankers. As large banks increase their emphasis on this market segment, how will smaller institutions compete in attracting and retaining small businesses in their communities?

“How Community Financial Institutions Can Turn Small Business into Big Business” will address important questions facing community banks and credit unions that are looking to retain and expand their small business customer base, including:

- Why small business? What is the market size and opportunity?
- How can community banks and credit unions efficiently leverage communication channels to influence small business banking decisions?
- How to develop a unique competitive advantage to earn greater loyalty from your small business customers.

The webinar will also identify potential opportunities for community financial institutions to attract and retain business customers by using multichannel technology that can deliver cross-promotional offers from local businesses to retail customers.

“Community banks and credit unions have a unique opportunity to engage small businesses through contextually relevant and personalized customer interactions that are similar to what many institutions are already using to engage their retail customers,” said Craig Capp, vice president of Banking Services for IMN. “Ironically, the same technology also presents institutions with the ability to grow their levels of attention, trust and business throughout the local business community. Our webinar will educate community bank and credit union executives on best practices for effective communication with small business owners, focusing on the types of content and messaging to provide real value to this market segment.”

Webinar Information:

Thursday, November 18, 2010, 2 p.m. ET/11 a.m. PT

Register by clicking here: <https://www1.gotomeeting.com/register/619054057>

About IMN

IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communications services. IMN enables companies to communicate with their customers through multimedia email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of markets such as financial services, automotive, franchise, direct selling and technology. IMN services are sold worldwide directly and through reseller organizations. Founded in 1999, and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally. The company's approach to e-communications has been embraced by community banks and credit unions such as NewportFed and Northwest Community Credit Union. Additional information can be found at www.bankadviser.com or www.memberadviser.com or by calling 1-866-964-6397.

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