

# Case Study – Market Research



First Place Bank is a Midwest regional bank with 62 locations. FPB needed to make strategic decisions regarding one of their markets and looked to the EVP of Marketing to provide the data. The EVP of Marketing turned to 3X Marketing to quickly compile the data to forward to the senior management team for review.

## 5 Minute Conversation

EVP Contacted 3X Marketing with request.



## 3X Takes the Lead

3X researched four additional sources for info.



## 3X Delivers in Client Format

3X delivers overview before due date.



## Flint Market Research



First Place Bank Overview

Presented by: Debra Bish, EVP Marketing

## FDIC Market Share Data



## Employment Outlook



## Demographic Info



Estimate	Percent	U.S.	Margin of Error
2.40	(0)	2.81	+0.06
3.16	(0)	3.20	+0.09
64,940	(0)	84.5%	+1,517
(0)	(0)	11.7	27.4%
5,955	7.9	10.1%	+625
1,612	(0)	(0)	(0)
11,357	(0)	(0)	(0)
3,275	(0)	(0)	(0)
101,843	(0)	(0)	(0)
40,920	(0)	(0)	(0)
22.1	(0)	(0)	(0)
28,584	(0)	(0)	(0)
32,809	(0)	(0)	(0)
15,734	(0)	27,466	+815
(0)	30.6	9.5%	(0)
(0)	34.4	13.2%	(0)

Information was provided in a format that can easily be forwarded or presented.

Because 3X is comprised of practitioners, we can quickly understand the client's need and deliver in a manner that allows the client to pass along in a comprehensive format to leaders within the organization.

*Debra Bish, EVP Marketing First Place Bank uses the overflow marketing model to augment her current marketing staff. "I needed a senior level marketing professional to manage and implement several projects within my organization. Making the business case to add an additional resource at a senior level is difficult. With this solution, I get the caliber of talent that I need along with the flexibility to scale up or down as the demands of my department fluctuate."*