Accelerating New Market Growth Using a Hyper-Local Strategy

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Raise Your Hand If...

You’ve ever moved to a new state, city, or neighborhood.

Downtown
Indianapolis

Northern
Suburbs

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My Personal Market Entry Plan

- Delivered Notes & Treats
- Spent Time on the Porch
- Watched for Patterns
- Joined FB Group
- Visited Pool at Peak Hours

I’m Jake Engel.

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Raise Your Hand If...

There are new local restaurants, shops, bars, or financial institutions within a mile of your home you've never visited.

About **1,000** new financial institution branches open every year.

- The Financial Brand

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Bank of America will open more than **150 new financial centers** across 60 markets by the end of 2027

Yahoo Finance

PNC announced it will be opening more than **300 new branches** by 2030

American Banker

JPMorgan Chase plans to open about **160 new branches** in about 30 states this year

Reuters

61% of credit unions saw new branch openings or network expansion in 2025

Credit Union Times

If you build it, they will **come.**

Field of Dreams, 1989

If you **only** build it, they probably **won't come.**

Jake Engel, 2026

Welcome to

McCordsville, Indiana

35 Years

Average Resident Age

$113,495

Average Household Income

$1.5 M

Financial Center Branch Investment

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Five Key Moves

to activate your hyper-local new market growth strategy

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01

Teach Creativity Internally

Most financial institutions are not wired for **creative risk.**

Inspiring Strategic Creativity

- Create exposure to creativity across industries
- Ask for input and expansion of ideas
- Use other companies as ‘proof of concept’
- Bring multiple ideas together

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Sharing a Marketing Trends Assesement

- Presented to Executive Team monthly
- Explores outside industry ideas
- Provides opportunities for feedback

Core Question 1

Have you set the stage to explore creative market entry strategies internally?

02

Embed Yourself

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Either you **join their culture** or you get left behind.

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Meeting Our Business Neighbors

- Used AI to identify targets
- Delivered 36 gift boxes of break room treats and tickets to Food Truck Fridays
- Allowed our team to say hello!

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Capturing Attention at the Sidewalk Series

- Set up during peak hours for 3 weeks
- Hosted a $1,000 cash giveaway
- Gave us a clear CTA for advertising
- Involved staff across the organization

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Meeting the Community at Food Truck Fridays

- Provided free lunch from local trucks
- Had onsite games and giveaways
- Captured attendee info digitally

Core Question 2

How can we match the rhythm of a market that already exists?

03

Show Up Repeatedly

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The 95/5 Rule

Only 5% of consumers are actively in the market to act at any given time, while 95% are not.

Being Present Locally

- Joining Chamber of Commerce
- Framing grand opening at "networking"
- Attending events **before** and **after** opening
- Offering workshops for nearby businesses
- Continued mail and advertising

Core Question 3

Are we being patient enough to become familiar?

04

Borrow Trust

88% of consumers say trust is an important factor when deciding what brand to use.

— Edelman Trust Barometer

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Partnering with Local TV to Promote Events

- Visited popular lifestyle show, Indy Now
- Introduced Branch Manager
- Played interactive game with the hosts

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Creating Co-Branded Wine with Local Vineyard

- Designed bottles to match branch
- Used as gifts at Ribbon Cutting event
- Gave VIP tours and gifts to top depositors

Core Question 4

Who in this market feels more credible than us right now?

05

Convert the Attention

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Setting New Market Goals

- Set goals beyond loan and deposits
- Share your goals widely and early
- Add stories, photos, and kudos to updates
- Praise growth in traffic and awareness, too!

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Designing Offers that Excite and Expand

- Create offers that drive conversation
- Coach teams on how to ask for more
- Be clear and upfront with offers

Core Question 5

How do we convert some consumers now and continue the conversation with others?

Where do we go from here?

Action Item #1

Inject creativity into your organization proactively.

Action Item #2

Set clear new market priorities beyond loans and deposits.

Action Item #3

Explore the five core questions with your team.

Thank you!

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