



## **Olympia Federal Savings Bank: Community Focused Financial Marketing**

“Oly Fed, at its heart, is a community bank. ThurstonTalk’s positive, local focus matches who we are and our goals for supporting the good things happening in our community,” shares Sandy DiBernardo, VP of Marketing at Olympia Federal Savings.

Oly Fed’s partnership with ThurstonTalk evolved as the bank sought affordable marketing allowing them to connect directly with people in their community. The content marketing offered by ThurstonTalk has given the 108 year old bank a new platform and reach into their customer base, sharing in-depth stories about their community involvement, employee longevity, and unique events they support.

“It’s a great venue for us to share what Oly Fed is doing throughout the community without feeling like we are bragging. The positive focus of the entire ThurstonTalk platform sets a tone for our marketing that supports our company mission,” explains DiBernardo.

Oly Fed’s unique strategy with ThurstonTalk focuses on sharing positive stories instead of explaining the products and services they offer. “When people feel they have a personal connection with us, that they know us, they are more likely to want to bank with us,” she explains. And ThurstonTalk gives the lending institution the way to share those stories.

DiBernardo cites affordability as a key reason for choosing ThurstonTalk as well. “Accessing ThurstonTalk’s distribution network is an extremely affordable part of our marketing budget. Other forms of advertising we use do not reach such a large, targeted audience.”

The relationship between the seven-branch bank and ThurstonTalk is truly a partnership.

“ThurstonTalk’s team consistently works with us to hone our voice, offering insights into what appeals to their readers so that we can tailor our marketing accordingly,” says DiBernardo. “That’s a service you can’t put a price on.”

Oly Fed serves Thurston and Mason Counties with savings and lending programs to suit their customers’ needs. Their 108 year history in the area gives them a solid foundation of community connection. It’s the same connection they have found in ThurstonTalk.