

Marketing Procedure- Portal

Marketing Request Procedure:

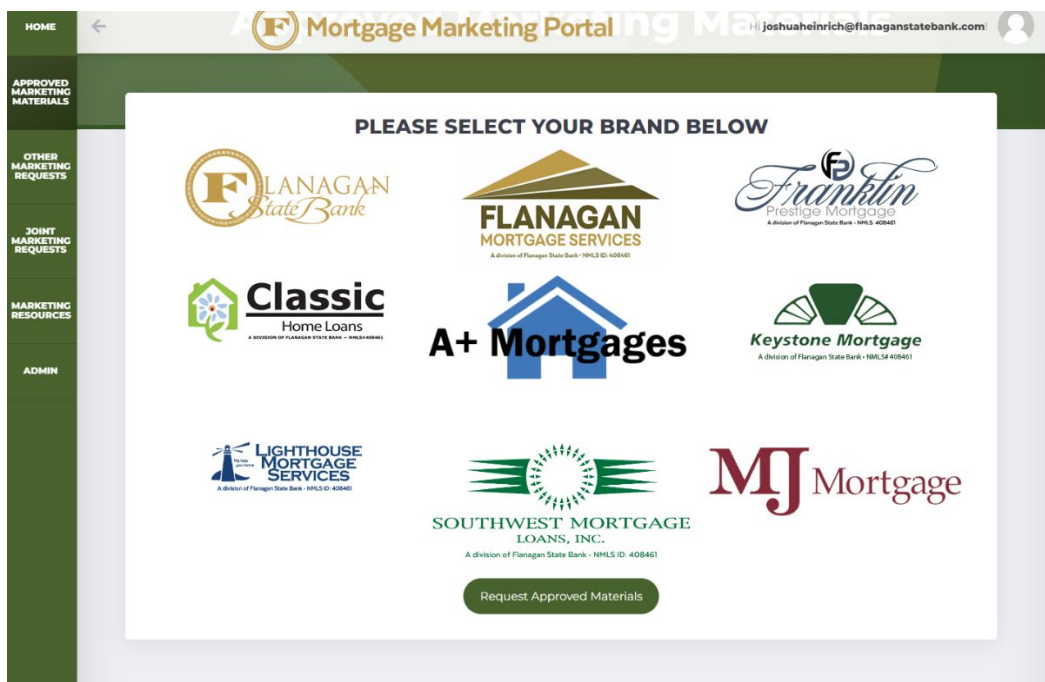
1) The branch manager or Loan Officer will login to our Marketing Portal, please see the link below:

[Login – FSB Marketing](#)

2) All Marketing requests are now placed into the Marketing Portal. Branch Managers, or Loan Officers can request three different types of marketing through the site:

- Previously Approved Marketing Materials
- Other Marketing Requests (New Ideas)
- Joint Marketing Requests

Below is a screen shot of what you will see. In addition, you can also see that we support all our brands!



- 3) Once you make your request within the site, your assigned sales manager will first review and approve your request or to move forward if they feel there is no reputational risk to Flanagan State Bank. If your sales manager does not approve your request, they will discuss with you directly.
- 4) After your project has been approved by your sales manager, the request is then moved for review to our compliance department and account department for both compliance and budgetary approval.
- 5) Once both approvals are obtained then our marketing department will begin working on your request. An ETA will be given at this time to advise you of a probable completion date.
- 6) If you have further questions on the portal or process, please send an email to marketing@flanagansatebank.com and someone will further assist you.