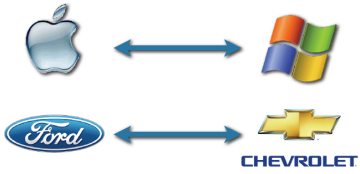


Can't have one emotion without its opposite



The net method of marketing



The spear fishing method of marketing



If you try to be everything to everybody...





Branding = being willing to leave \$ on the table





How many local banks talk about being local?

We keep our promises to you It's a local thing.
Hometown banking at its best

World class banking. Deep Texas roots.
Bank among friends.
Right where you are.

Where you know your banker and your banker knows you.

Hometown banking. Real value.

home | yep we're a real bank! | open an account | get your account number? | get your email | more good stuff | get questions? | all about us | contact us | search

redneckbank.com

where bankin's funner!TM

personal bankin' business
access an unfinished application
redneck bankin' school!
choose the perfect account for you

OPEN with flat out free! checking
you're approved checking
mega money market*

yep, we're a real bank!

For almost 100 years we've been providing personal, friendly service to our neighbors and friends and now we're ready to show you how great it is to be a real person to your banker. There's nothing more serious than money. We see this everyday, and in today's financial climate, we're not worried about spreading personal income beyond basic bills and necessities. Food costs more, gas costs more, and clothes are going up. The growing concern of our customers is a natural concern for us. So, we thought "Let's inject a little fun into the seriousness of the banking business." And we came up with the idea of Redneck Bankin'. And then we thought "Let's make it as convenient as possible and let our customers earn as much interest as possible." And that led to developing an internet banking division and paying the highest possible interest on a choice of bank accounts. Redneck Bankin' is the internet banking division of Bank of the West, Inc., a bank that was established in 1913, is insured by the FDIC, and has a long history of excellence in the banking industry. So while we have a little fun banking together, you can rest assured your money is safe with us!

Give us a try today. You can open an account with some pocket change... we'll make you want to do your banking business with us forever. We stand by please!

Redneck Bankin' is a trade name and trademark owned and used by Bank of the West, Inc. The internet banking division of Bank of the West, Inc. Member FDIC. redneckbank.com

open your account now!

Tightwad Bank net

Founded September 5, 1900

Home | Contact Us | Help

Personal Accounts | Business Accounts | Loans | Residential Mortgages | Commercial Mortgages | About Us

Online Banking

Access ID | Account Types: Personal, Business, Email, More...
Password | Learn More
Log In

Online Banking Disclosures

Giftcards & Merchandise

- » Gift Cards
- » Shirts
- » Hats
- » Coffee Cups

Call 660-477-3500 to open a new account

Download Forms

- » Business Loan App.
- » Change of Address
- » Consumer Loan App.
- » Deposit Account App.
- » Home Equity Loan App.
- » Personal Financial Statement
- » Stop Payment Request Form

When it comes to ways to help you save, Tightwad Bank is full of bright ideas.

You've got a plan for the future, and we've got a plan for you. No matter what you're saving for, we have the perfect savings plan to match your needs. [More >>](#)

Personal Checking

Everyone has their own needs and wants in a checking account. That is why we offer a range of personal deposit products to help you achieve your financial goals. [Click here for more information](#)

Home Equity

So, you have the perfect home... almost. A home improvement loan from Tightwad Bank is the perfect way to make your home your dream home.

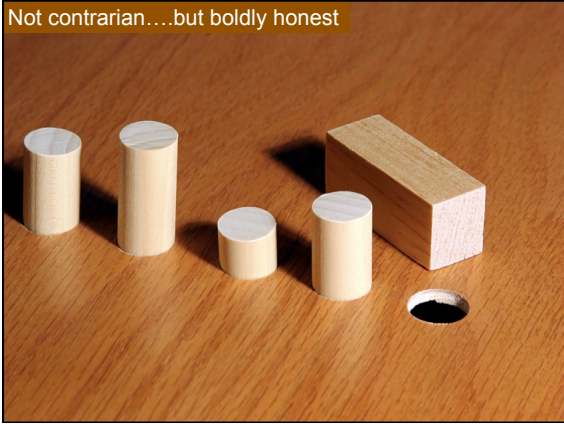
Certificates of Deposit

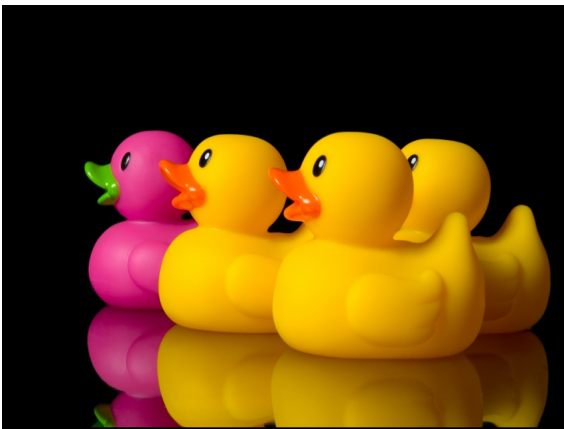
Our CDs offer the security and dependability you require. Certificates can be designed to meet your individual needs and are available for personal or commercial customers.

Tightwad Bank Ball Caps

Don't pay the high prices on Ebay! These collector items are available directly from the Bank. Heavy 100% cotton cap are adjustable with a fabric strap to fit most sizes.

Not contrarian....but boldly honest

















That's why we didn't buy generic



Mistake #2-4: Don't plan on be a boring drip

Marketing is like a New Year's resolution





Why drive to Cleveland without a map?



Mini Marketing Plan Grid			
	What	When	Measure
Who			













hee-hawmarketing
there is no box.

ABOUT

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BLOGGERS

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Adverts - Marketing and Advertising News With Attitude
Adverts: adman of action

« A Tune In Saturdays Preview Special | Main | Dallas Marketing Zoo: Ep. 2 »

December 31, 2008

HURRICANE KOHLS!

UPDATE: To see the Kohl's response to this post, go [here](#).

UPDATE #2: To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.

I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.

hmm, I hope they have my size!

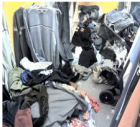

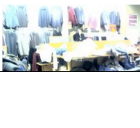
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Community Guy
Conversation Agent
Copylogger
CrapPlanner
Creating Passionate Users
Creative Think
Critical Fluff
Drew's The Marketing Minute
d. Giffney

hmm, I hope they have my size!

I really like the jeans display. Now that's great salesmanship!

And, maybe a nice sweater to go with those jeans?

WRITERS GUILD OF AMERICA
www.wrsguild.com
www.wrsga.org

RECENT POSTS

F FX (except USGP)

Tune In Saturdays: Vampire Weekend

Blockbuster Video? Nope.

The Continuous Digital Divide

The Future of Marketing

Nonsensical Mathematics

Tune In Saturdays: Hey Hey My Dear Google #2.

My iTunes Purchases

MUSIC
ALBUMS SONGS

Built to Split...
Built To Split & Create...

13

 Where strategy and passion collide

Drew's marketing minute

DREW IS TOP DOG AT McLELLAN MARKETING GROUP

- How's the view from inside the bottle? | Main | Grace -

It's your fault!

Remember the discussion about Kohl's right after the holidays. Paul (HeeHawMarketing) posted some photos about his experience in a local store. The place was a disaster.

I followed up with a post saying that Paul's experience is a symptom of bad or a complete lack of branding. When an organization doesn't have a clear direction -- it generates some significant problems.

- When your employees don't understand your brand -- even the best employees flounder around, trying to do what they think they should.

When you don't invest in employee communication and fall them over and over what

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Have You Read Drew's Book?

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ABOUT



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« The First Time I Wanted to Marry a Phone | Main | Tune In Saturdays: Field Music »

January 10, 2007

Hurricane Kohl's! The Resolution, sort of.

Please know that it is our top priority to provide you, and all of our customers, a quality shopping experience. I'm very sorry that you recently encountered an unacceptable store environment, and from your pictures, clearly not up to our standards. I have advised our senior level management, they've been made aware, and they're highly committed to addressing it. So, thanks again for letting me know. I do appreciate hearing from you and we do value your patronage.

-VP Public Relations, Kohl's Corp.

Hurricane Kohl's!

If you've ever shopped one of our clean, bright department stores, you've already experienced our commitment to family values and national brands.

25 A Top ranking blog served fresh weekly

POWER 150 TOP MARKETING BLOGS

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<p>Creative Think Critical Fluff Drew's The Marketing Minute El Gaffney eItcreative Experience Curve Experience Manifesto expo86 Get Shouty Greg Verdini's Marketing Blog Investigator Blog Jeffe Juice Junior planner I am Living Light Bulbs Logic-Emotion Make the logo bigger. Maple Take-down Marketing Hipster Marketing Nerdyka - by Marie Sander Marketing Profs Daily Fix Blog Neil Guy Media Orchard, by the Idea Grove</p>	<p>"Come on mign! I work at Kohl's and on our worse day we have never looked anything near this disaster.</p> <p>It may not be your fault that the store gets trashed but it is your fault if you don't clean it up!</p> <p>Yes customers can be awful yes they can mess up the departments yes it is hard to keep up but the pictures here show a store that gave up or does not care.</p> <p>The comments on this blog are pretty much justified. Remember: Expect Great Things."</p> <p>From Former Kohl's Employee in comments: "Joe and Miriam (managers) need to start looking at the talent they already have within their district and stop hiring people from other companies that have no idea how to handle the volume of an average Kohl's. I worked for Kohl's here in Dallas for several years and had a wonderful experience but was always amazed when talented managers that already worked for the company were passed over for store manager because the district and regional managers wanted to hire someone from the outside. Nine times out of ten, these managers that are hired from the outside have failed miserably because they cannot handle the volume."</p> <p>From Alejandra in comments: "I started working at Kohl's last summer and I learned very quickly that people suck. I don't mean that just the customers suck, but associates suck too. Mainly because some of the ones I work with bitch and complain about stupid crap and/or do nothing to help."</p> <p>From Emily in comments: "I work at Kohl's. While we are understaffed, take into account the people that shop there. I have never seen such disgusting people in my entire life. I work with people who have worked in retail for years and have never seen such horrible customers."</p>	<p>Built to Spill Classic... Built To Spill & Classic.</p> <p>Hey Hey My My Hey Hey My My</p> <p>iTunes Make your own</p> <p>Ben Trachten At work on a Sunday morning When you're this close to launch, it's CALAMITY TIME! -13 minutes ago</p> <p>used to be... y for... 30 minutes ago</p> <p>Drew McLellan Once the pressure is off, I'll be back a few weeks ago</p>
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QA QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.

- It's INCREDIBLE! | Main | Service: It's Not "Geek" to Robert Stephens Either! -

ABOUT TOM
 Tom Vander Well
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Service: It's Not "Geek" to Me

I bought a laptop from Best Buy along with an extended service agreement. When the monitor fritzed out and the card slot stopped working I took it into the Geek Squad (I just love how they've branded it) where I was told the computer would have to be sent to "Geek City" for repair.

When the computer returned (ahead of schedule) I was pleased. I asked the geek who returned my computer if both the screen and card slot were fixed and after glancing at the repair report he said *they were. He was wrong. The card slot appears not to have been touched and*

The Geek Squad

I returned to the Geek Squad (It's an hour drive one way) and explained the

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QA QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.

- 5 Commonly Missed Courtesies | Main | Tag - You're It!! -

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The Geek Squad Incident - Epilogue II

A few weeks ago, I had a series of posts about my experience with The Geek Squad at Best Buy. Robert Stephens and his gaggle of Geeks turned my frustrating customer experience into a classic example of service recovery and customer redemption. I was impressed at their responsiveness, and through the experience they've made me a loyal customer.

A few days after my repaired laptop had been promptly returned from Geek City, I was surprised to return home to find another box from the Geek Squad on my door step. Inside I found frosting on the cake. There were a few small Geek Squad totchkes and my very own Geek Squad shirt.

I'm an honorary Geek!...and a raving fan. Well done!

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keyinfluencer True confession but I'm in one of those towns where I scratch my head and say "I would die if I had to live here!"
about 19 hours ago from tuhin!

16

Issues 2.0

- Can an employer restrict/limit what you say and do?
- Is doing something embarrassing or dumb online any different than doing it at a dinner meeting?
- Can a company require that you "friend" them?
- Can we keep our personal and professional lives separate any more?



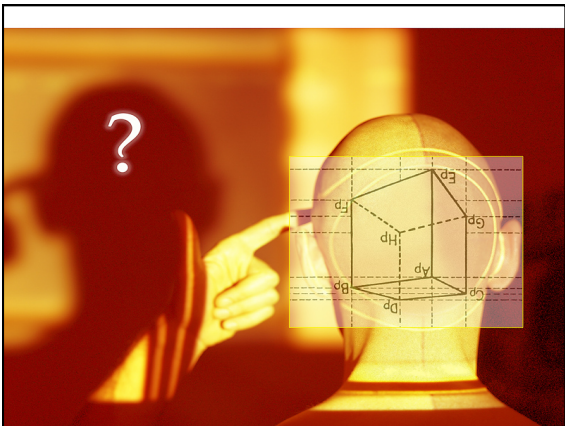
One day soon...
social media policy

It's about building trust





When you meet a potential customer:
trust is low, fear is high, value is invisible.
Your job? Lower fear, raise trust, make
your value seen.
In other words....market.



Drew's **marketing** minute Where strategy and passion collide

www.DrewsMarketingMinute.com/ALBanker.html **McLELLAN MARKETING GROUP**

Alabama Bankers
 Wednesday's presentation on creating love affairs with your customers:
[Download presentation here](#)
 Wednesday's presentation on marketing mistakes:
[Download presentation here](#)

General Resources:
 Free reports, fact sheets, etc.
 Marketing Lessons from Walt

Books:

I Recommend

The New Rules of Marketing and PR: How to Use Social Media, 2/e
 David Meerman Scott
\$13.97

Marketing Lessons from the Greatest Dead: What Every Biz
 David Meerman Scott
\$14.99

Being Strategic: How to Plan for Success

Why Loyalty Matters: The

ABOUT DREW



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Check out Drew's books
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