



## Harland Clarke

### Yext for Online Brand Management

Kathy Rolfs, Director of Marketing at The State Bank Group, a \$227 million-in-assets bank, headquartered in Wonder Lake, Illinois, explains how Yext has helped her manage the bank's online brand.

"Community bankers wear a lot of hats, and it takes a lot of time for us to keep up with updating information about our products, locations, hours, and so forth on the hundreds of digital channels out there that make it easy for consumers to find us. Through Yext, we are able to add or update our information with one click. The Yext Platform integrates that information with the ever-growing list of maps, search engines, and social networks. Also, the platform is invaluable in helping us with reputation management. If a consumer posts a review or asks a question on a digital channel, Yext detects that and sends a notification to the bank so that we can address it. Yext is helping us manage this, and we are grateful that Diane Schipkowski, our Harland Clarke rep. told us about this service. We have known Diane for years, and there is a comfort level in working with someone you know and trust when trying a new service. When we were implementing this project, the Harland Clarke team did a great job helping us through the implementation process.

Since we launched the platform eight months ago, we have measured a vast improvement in our SEO (search engine optimization). This is a direct result of us putting forth the effort to add and update our listings to ensure our bank shows up when a consumer conducts a search. We know that the trend is for search, particularly voice-search, to continue to grow and will have a direct impact on our success. With Yext, we believe we have a strong SEO strategy as well as an effective reputational risk management strategy."

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