



Guaranty Bank and Trust was founded in 1943 and has grown into a regional bank, with 16 branches located in Central and Western Mississippi. In addition to their attractive buildings and top notch customer service, GBT has a vision to be a cornerstone in each of the communities in which they are located. They demonstrate this by offering free financial workshops and hosting community events focused on educating business owners and community members.

## THE PROBLEM

GBT recently invested more resources into digital marketing, which dramatically increased traffic to their website. However, their site had become outdated, was not mobile friendly and was difficult to update. Leadership recognized an opportunity to improve their online presence at a time where more and more people are going online to look for everything, from what car to buy to what local bank can best meet their needs... It was time to make a change!

## THE SOLUTION

LimeLight Marketing partnered with GBT to build an attractive, custom website that is mobile responsive, easy to update, and PCI/SOC2/SOC3 compliant. Special attention was given to the UI/UX of the site to provide a premium experience for their customers.

## THE RESULTS

With a tight timeframe and a hard deadline, the new site was launched on time, within budget and has already been receiving rave reviews! GBT now has an online presence (a digital branch) that matches the quality and customer experience that customers experience in their physical branches. And with a user-friendly Content Management System, the marketing team can update the site themselves.



“They did an amazing job! Very organized and outside the box!! love our new site and it is so much easier to maintain. I actually enjoy it now!”

-Diedre Barret - VP of Sales and Marketing



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