



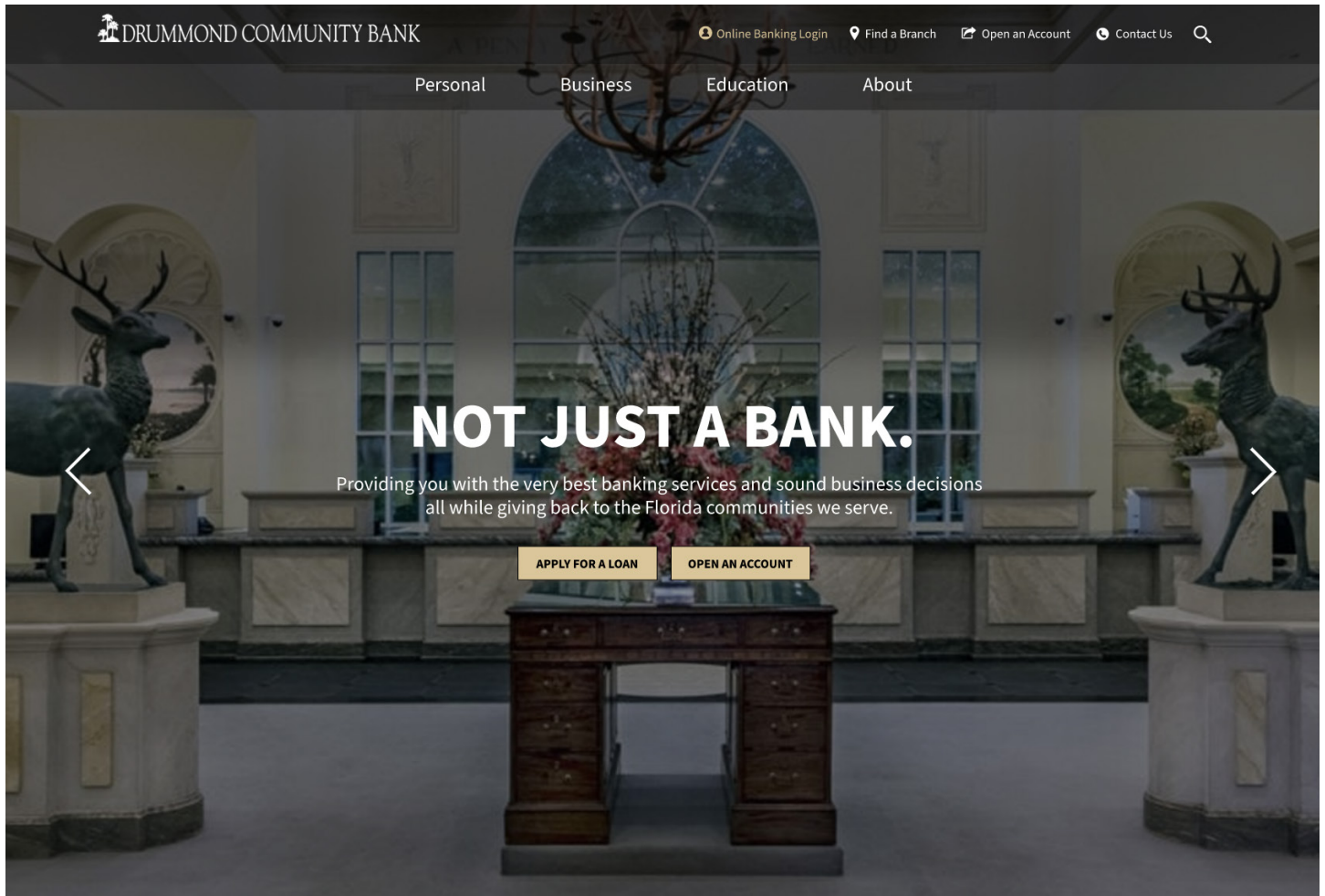
Drummond Community Bank's mission is to provide its clients with the very best banking services and sound business decisions while giving back to the Florida community they serve. The bank now has around 20 offices in 10 Florida counties.



Background

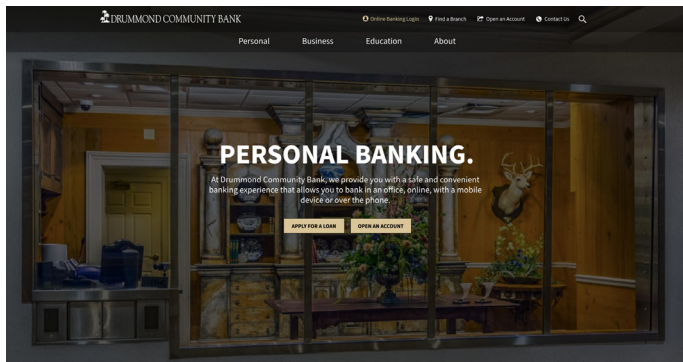
The Drummond Community Bank marketing team came to Wakefly after a disappointing experience with a prior vendor. Drummond was looking for a website that showcased the design and aesthetic of their brick and mortar banking experience. This experience is what sets Drummond

Community Bank apart from their competition up and down the west coast of Florida. Upon entering a branch location, the customer steps not only into a bank but a carefully curated museum that tells a story and honors the history of its community.



Goals & Challenges

Soon after their newly designed website was launched, the Drummond management team came to the conclusion that the new website did not bring to life the digital banking experience they had hoped for. Each of Drummond’s branch locations are carefully designed and decorated to support the rich culture and history of the community they reside in. The Drummond team’s goal was to extend the best they could, the experience a customer would have in any of their branches to their new website. The challenge presented was to balance a customers experience at any Drummond Community Bank location with the simple fact that they are a bank. The executive management being understandably proud of their different approach to a banking customers experience needed to be presented with a website design proposal that would pay close attention to their very unique branch office aesthetic, but also serve the needs of a practical community bank.



I'M INTERESTED IN:

- Checking**
Whether your needs, you'll find a Drummond Community Bank checking account that's right for you.
- Savings**
We make it easy for you to save with a range of options from savings accounts to money markets and CDs.
- Credit Cards**
Take advantage of a convenient way to make and track purchases with a Drummond Community Bank credit card.
- Loans**
Use Drummond Community Bank personal loans for debt consolidation, home improvements and much more.
- Mortgages**
At Drummond, we have mortgage products to fit your home loan needs whether you are purchasing or refinancing.

Vehicle Loans
We can provide the best rate and term for a vehicle loan that meets your budget.

Mortgages
Apply for a mortgage with Drummond Community Bank all from the convenience of your home.

Solution

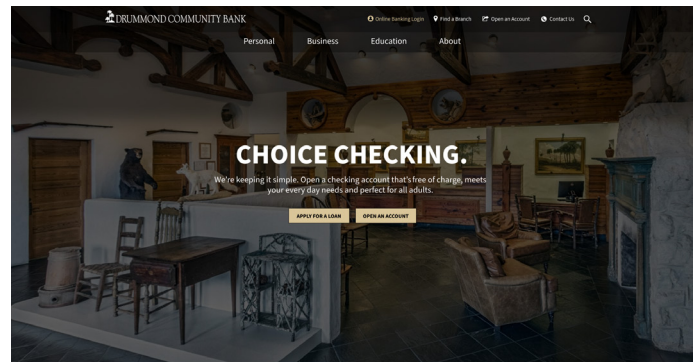
Wakefly redesigned Drummond Community Bank’s site to highlight the beautiful imagery of the branches which capture the history of the area and have eye-catching interior designs. Wakefly also developed the site in Sitefinity allowing for straight forward content editing and the ability to add new pages. The sitemap was planned for ease of navigation to ensure visitors can easily find information on the site as well as linking to the online banking portal and account application portal.

The content includes information on the personal and business banking products that Drummond Community Bank offers, as well as information on its community involvement, and access to it Education Center. The different locations are clearly presented on a map that is searchable; each

individual location has its own page with detailed information about what it offers.

Key features

- Custom design and development
- Locations page showing all the offices and allowing for searching based on city/zip and branch features
- Provides correct information to 3rd party account application site
- Google Map displaying locations based on search criteria.
- Sticky navigation, alert bar
- Fully responsive site.



A CHECKING ACCOUNT THAT'S SIMPLE.

Being Simple. Every Day.

Choice Checking is simple, but don't let the name fool you. This checking account offers many features that will allow you to meet all your banking needs. If you are an adult, your banking requirements will be met with a Choice Checking account.

Perfect for you if:
You want a simple way to access bank products & services, you're a smooth operator between online & offline access, you use your debit card often and want rewards, you want to experience exceptional customer service.

Choice Checking Account Features:

- \$25 minimum opening deposit
- No minimum balance required
- No monthly maintenance fees*
- Personalized check orders are the customer's responsibility

Account Benefits:

- Free Bill Pay
- Free Account Alerts
- Free Online & Mobile Banking
- Free Mobile Deposit
- Free Visa® Debit Card
- Free Access to Drummond ATMs
- No Direct Deposit Requirement
- Free Statements
- App
- Free CALL 24 telephone banking
- Daily Text Fraud Alerts
- Account Alerts to Monitor Activity

Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico’s highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly’s entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that’s right for you.