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Becki Drahota Keynotes Minnesota Bankers Conference; Teaches Social Media at Illinois Bankers Annual Conference and Trade Show

(Storm Lake, IA)—Becki Drahota, founder and President of Mills Financial Marketing, was a keynoter for the Minnesota Bankers Association conference held in Duluth, MN in June, 2010. The same week, Drahota taught social media tactics to 450 Illinois bankers in Springfield, IL.

In Minnesota, Becki presented “***How to Reach Synergy – and Success – With Your Post-Recession Marketing.***” The session focused on determining what your post-recession marketing priorities should be, and determining if your brand and market image are telling the story you want, providing insight on how to recognize, respond to and leverage today’s new consumer and small business financial realities.

In Illinois, Becki covered the topic of ***Putting Social Media and e-Marketing to Work for Your Bank.*** This session taught, no matter the size of your institution, creating brand loyalty by engaging customers online can be accomplished in an effective, out-of-the-box way using successful e-marketing and social media strategies, by identifying key elements and risks, operational considerations (technology, human resources, compliance, communication approvals and processes) and measurement benchmarks.

Both conferences enjoyed record attendance, and Becki Drahota received high marks for her presentations in both states.

Founded in 1975, Mills Financial Marketing exclusively serves the financial industry with integrated marketing solutions. Mills provides advertising, public relations, training, research, direct response, creative execution and design, interactive and web services, e-marketing, television and video production, and strategic planning. Mills Financial Marketing currently serves over 30 financial institutions in 17 states, with locations in Storm Lake and Des Moines, IA.

Becki Drahota speaks at various state and national conferences each year, and holds an Executive MBA from the University of Nebraska at Omaha. She will now join a highly regarded faculty of professionals, respected nationwide for their extensive expertise in banking-related issues. She holds a bachelor’s degree from Drake University, and was the school’s 2001 Distinguished Alumna Award recipient. She was also named Small Businessperson of the Year for the state of Iowa in 2007.

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