

Allegiance Bank

Allegiance Bank | Increasing Brand Awareness

CHALLENGE

[Allegiance Bank](#), the largest community bank in Houston, engaged Pierpont to help promote the bank's community presence and financial offerings through social media. With banks across the Greater Houston area, Allegiance Bank has built its customer base by being an active member and supporter of the local Houston community.

SOLUTIONS

Pierpont developed a social media strategy for Allegiance Bank including the creation of, social content calendars, event promotions, and the development of thought leadership content.

In addition, Pierpont has assisted Allegiance Bank in media relations efforts in local and regional publications to maximize the bank's reach to its potential customers.

RESULTS

Allegiance Bank's social pages have experienced up to 900 percent follower growth with engagement rates nearly tripled across both platforms.

With Pierpont's help, Allegiance Bank has increased brand awareness and maintained a positive online and offline reputation to the public, potential customers, and investors.

BY THE NUMBERS

900%

Follower Growth