

TW2 Marketing and Endeavor Bank

A Strategic Marketing Partnership

Client Overview

Endeavor Bank is a trusted, locally owned and operated business bank dedicated to serving Southern California's closely held companies. Prior to its launch in 2018, Endeavor Bank partnered with TW2 to share its founders' mission, establish its reputation, and help chart its path forward.

Key Metrics



LinkedIn follower growth

30% in 2023

35% in 2024



LinkedIn engagement

Up to 67%



**Established &
Launched Brand**

CHALLENGES



As a new financial institution, Endeavor Bank needed a strong brand presence and a strategic marketing approach to position itself as a trusted financial partner. The founders, Dan Yates and Steve Sefton, had previously collaborated with TW2 and trusted our team to lead all promotional efforts for the bank's launch and beyond.

SOLUTIONS



TW2 developed and executed a comprehensive marketing, content, and social media strategy that supported Endeavor Bank's launch and continued to drive its growth. As the bank evolved—expanding its operations, leadership, investor presence, footprint, and community outreach—TW2 remained a strategic marketing partner, ensuring its brand, messaging, and digital presence kept pace with its growth. We contributed to Endeavor Bank's success through the following strategic efforts:

Brand Establishment & Promotion: Led all promotional and brand-establishment efforts for the bank's launch in 2018

Digital Presence: Develops and grows Endeavor Bank's LinkedIn presence, engaging key stakeholders to drive visibility.

Content Marketing: Established the bank's blog and continues to oversee relevant content development.

Brand Refresh: Updated all brand assets in 2024 to ensure consistency across digital and print materials.

Website Development: Collaborated with an external firm to support the launch of Endeavor Bank's new website.

Marketing Collateral: Creates flyers and promotional materials to support the bank's services, events, and value proposition

Investor & Community Communications: Produced award-winning annual reports to communicate milestones, performance, and community impact. Create and place advertisements to support charitable organizations and/or Endeavor Bank's mission.

Video Production: Provides full video production services, including testimonials and event coverage.

Award nominations: Successfully nominated Endeavor Bank leaders for a variety of award opportunities with high-profile exposure.

Marketing Strategy: Provides ongoing marketing strategy and oversight while working closely with Endeavor Bank leadership.

RESULTS & IMPACT



Since day one, TW2 has delivered a cohesive marketing strategy that ensures brand consistency across all channels. Our work has helped Endeavor Bank grow its LinkedIn following by over 75% in two years, launch a refreshed brand and website, and earn recognition for its award-winning annual reports. With engagement rates reaching up to 29x the industry average, TW2's strategic content and digital efforts continue to elevate the bank's visibility, leadership, and community presence.

Resources

Explore examples of the work TW2 has produced in support of Endeavor Bank:

- [LinkedIn](#)
- [Content](#)
- [Annual Reports](#)
- [Videos](#)
- [Branded Graphics](#)