

build a digital marketing plan that works for you

Best Practices for Getting More Out of Your Campaigns

Every message you send matters.

When your digital marketing speaks directly to accountholders – at the right time, in the right way – you deepen trust, drive adoption, and help people feel more confident in their financial choices. That's where smart, ready-to-go marketing comes in.

Inside the Jack Henry™ Marketing Center, you'll find free, customizable campaigns.

These campaigns were created to help you move the needle on what matters most – whether that's growing digital adoption, increasing account openings, educating about fraud, or strengthening accountholder loyalty. The materials are easy to find, quick to customize, and designed to deliver results. But even the best campaign can fall flat without a clear plan behind it.

So, if you're ready to turn good intentions into action, here are three best practices to help you do just that.

best practice #1: start with your goal

Align every campaign with a goal.

It sounds simple, but it's a step many teams skip. What are you trying to accomplish? Do you want more people to use mobile deposit? Open a new checking account? Feel safer by using card controls?



When you connect a campaign to a goal, you give your message more power. It becomes intentional. Purposeful. And a lot more effective.

The Jack Henry Marketing Center makes this easy. You can explore campaign options and choose the one that fits best. The built-in filters and categories make it easy to match campaigns with your goals, so you can focus on what you want to *achieve*, not just what you want to say.

Just remember: every click should ladder up to a broader objective.

best practice #2: build brand consistency

Keep your message consistent.

Your brand is more than a logo. It's the tone, language, and style that – all working together – make your financial institution feel like you. So, when your email, website, and social channels don't sound like they're from the same place, your message gets fuzzy. That's why consistency matters – and why we've made it easy.

The customizable assets available in the Jack Henry Marketing Center are your “easy button.”

You can quickly align messaging and visuals across key touchpoints, making sure everything your accountholders see feels unified – and unmistakably yours.

best practice #3: expand your reach

Use every touchpoint to your advantage and keep track of what's working.

Some accountholders read email. Others scroll social. Many bounce between both. If your campaign only lives in one channel, you're leaving engagement on the table.



When you connect
a campaign to a
goal, you give your
message more power.

The best campaigns use multiple touchpoints – like email + social + website banners – to increase reach and repetition.

The more familiar your message becomes, the more likely it is to drive action. And the good news is you don't have to build a multichannel campaign from scratch because we've done it for you.

why timing matters – and how trust is built

When life shifts, people pay closer attention to their finances.

Whether they're getting married, navigating a job change, or facing unexpected expenses, these moments spark new questions and new needs.

According to the Jack Henry Financial Sentiment Study, 75% of people experienced life events in the last 12 months that disrupted their financial routines.¹ That disruption? It's your opportunity.

Campaigns that show up during these moments – with clarity, care, and support – aren't just more likely to get noticed. They're more likely to build confidence. And that confidence leads to deeper trust, stronger relationships, and long-term loyalty.

help your message go further

[Start exploring](#) the campaigns built for you – because when your marketing works harder, your message goes further.

For more information about Jack Henry, visit jackhenry.com.



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sources

1. [Jack Henry Financial Sentiment Study](#), Jack Henry, accessed March 28, 2025.