

Digital Banking Awareness Campaign Email Copy:

Requirement: When using this email copy to deploy from your own email platform, it is required that you add marketingcentersupport@jackhenry.com as a contact on your distribution list.

Need help sending these emails to your customers? We can send them on your behalf free of charge. Email us at marketingcentersupport@jackhenry.com for more information.

Email 1:

Subject Line: Welcome to [FI Name]! Let's Get Started

Preheader: Your journey with [FI Name] starts here. Set up your digital banking account today and stay ready for all of life's moments.

Logo

Be Ready for All of Life's Moments

Welcome to the [FI Name] family! We're so glad you've joined us.

Life is full of moments – big dreams, everyday tasks, and unexpected surprises. [FI Name]'s digital banking tools are here to help you handle them all.

Whether it's tracking your spending, paying bills, transferring money, or setting financial goals, [FI Name]'s powerful tools are designed to make your life easier. Need to check your balance on the go? You've got it. Want to stay in control of your finances, no matter what? We've got you covered.

It only takes four minutes to set up digital banking. Take this small step today and be ready for whatever life brings.

[\[Get Started\]](#) – button

[\[Link to homepage of FIs website or online banking login/enroll screen\]](#)

Download the [FI Mobile App Name] on the App Store or Google Play

[Add App Store and Google Play links]

Disclosures

Email 2:

Subject Line: Save for Life's Big Moments

Preheader: Start building your future today with easy-to-use tools for saving and planning ahead.

Logo

Prepare for What Matters

Changes happen fast – new opportunities, unexpected moments, and exciting milestones.

Whether you're preparing for a growing family, a new home, or a dream you've yet to chase, the digital tools from [FI Name] can help you take control of your finances. With features that make budgeting, tracking, and saving easy, you'll be ready for whatever comes next.

Don't wait to build the future you've been dreaming of – get started with your [FI Name] digital tools online or on the [FI Mobile App Name].

See how our digital tools can help you build the future you've been dreaming of.

[Link above link to Digital Banking Awareness – SAVE landing page]

[Start Saving Now] – button

[Link to homepage of FI's website or online banking login/enroll screen]

Download the [FI Mobile App Name] on the App Store or Google Play

[Add App Store and Google Play links]

Disclosures

Email 3:

Subject Line: Plan Ahead for Financial Peace of Mind

Preheader: Take advantage of easy tools from [FI Name] to forecast spending, track goals, and make budgeting simple.

Logo

Prepare for What Matters

Life is full of surprises, but your finances don't have to be.

With powerful digital tools for forecasting and budgeting, [FI Name] is making it easier than ever to see where your money is going – and how you can save more of it.

It's all about helping you create a plan that works for your life and future.

- Set monthly budgets
- Track your progress
- Get alerts when you're off track

Ready to see the big picture? Get started with your [FI Name] digital tools online or on the [FI Mobile Banking App].

[Start Budgeting Now] – button

[Link to homepage of FIs website or online banking login/enroll screen]

See all the ways our digital tools can help you make the most of your money.

[Link above link to Digital Banking Awareness – FORECAST landing page]

Download the [FI Mobile App Name] on the App Store or Google Play

[Add App Store and Google Play links]

Disclosures

Email 4:

Subject Line: Track, Manage, and Monitor Your Money – All in One Place

Preheader: Log in to your [FI Name] account online or through the app and see how simple it is to stay in control of your finances.

Logo

Prepare for What Matters

Life moves fast, and so does your money.

Whether you're managing day-to-day expenses or planning for long-term goals, digital banking at [FI Name] makes it simple to monitor, manage, and move your money – all in one place.

Link your external accounts, transfer funds with ease, and track every transaction in real-time. No more jumping between different apps or tools. It's all about making money management easier for you ... because staying on top of it is the first step to being ready for whatever life brings.

To start managing your money now, log in to your account online or on the [FI Mobile App Name].

See all the ways digital banking can help you make the most of your money.

[Link above link to Digital Banking Awareness – MONITOR landing page]

[Start Managing Now] – button

[Link to homepage of FIs website or online banking login/enroll screen]

Download the [FI Mobile App Name] on the App Store or Google Play

[Add App Store and Google Play links]

Disclosures

Free Stock Image Sites:

- <https://www.pexels.com/>
- <https://www.unsplash.com/>
- <https://pixabay.com/>

Review all copy to ensure the information is applicable to your user's product experience and make updates where needed.

We would love to know how the campaign performed. Please send the following deployment metrics to marketingcentersupport@jackhenry.com, so we can understand the effectiveness of the communication and address areas to improve on:

- Total emails sent (# of emails that were sent from the email deployment)
 - Total emails delivered (# of emails that were delivered from the email deployment)
 - Total unique opens (# of recipients that opened the email at least once)
 - Total unique clicks (# of recipients that clicked within the email at least once)
 - Total unsubscribes (# of recipients that unsubscribed from the email deployment)
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