

# drive product adoption and usage with a library of marketing assets

## Have you set a specific marketing goal or objective?

Are you looking to drive Digital Wallets awareness? Increase Bill Pay engagement? Educate your accountholders on card control management?

The Resource Center helps you grow adoption and engagement with customizable marketing campaigns and branded video packages.

Find marketing that aligns with your goals and meet your accountholders where they are using multiple touchpoints.

## increase accountholder engagement, retention, and loyalty

For the first time in five years, we're seeing a decline in financial health and fraud is skyrocketing. Financial institutions are working overtime to support accountholders.

Engaging your accountholders and showing them the value of your institution is where the Resource Center comes in. Explore our library of marketing materials



that educate your accountholders about products, increase adoption, and strengthen relationships.

Our partners see proven results when using the Resource Center.



“The ease of the email side has been incredible. We were able to initiate an email campaign for our customers that didn’t exist before. And it was something that was developed in minutes.”

**Carmen Davis**

Vice President, Training and Marketing  
Grand Valley Bank

and services your financial institution offers. Package pricing and sample videos are available for review.

## helping you help your accountholders

The Jack Henry Resource Center is your digital marketing hub with tools to empower financial health, attract and retain accountholders, and reduce risk and fraud.

Backed by a team of marketing professionals the Resource Center makes it easy for you to meet your accountholders where they are.

We work with you to market your financial products to your accountholders, helping you help them.

## what we offer

### Our marketing materials have been created to make it easy for you to reach your goals

Getting your accountholders to adopt and engage with your products is key to helping them improve their financial health – and to ensuring the growth of your financial institution.

- **Customizable Marketing Campaigns:** The Resource Center’s complimentary marketing assets help educate accountholders about your products. These professionally created emails, landing pages, downloadable social media kits, digital ads, print materials, and more make reaching your accountholders easier than ever.
- **Branded Video Packages:** Customized tutorial and highlight videos branded for your institution introduce your accountholders to the products

## connecting possibilities

Attract, engage, and retain accountholders with easy-to-use marketing materials.

Learn more at the Jack Henry Resource Center:

[www.jhresourcecenter.com](http://www.jhresourcecenter.com)

For more information about Jack Henry, visit [jackhenry.com](http://jackhenry.com).