

Expert Content Strategy Guide

Certificate of Deposit Cross Sell

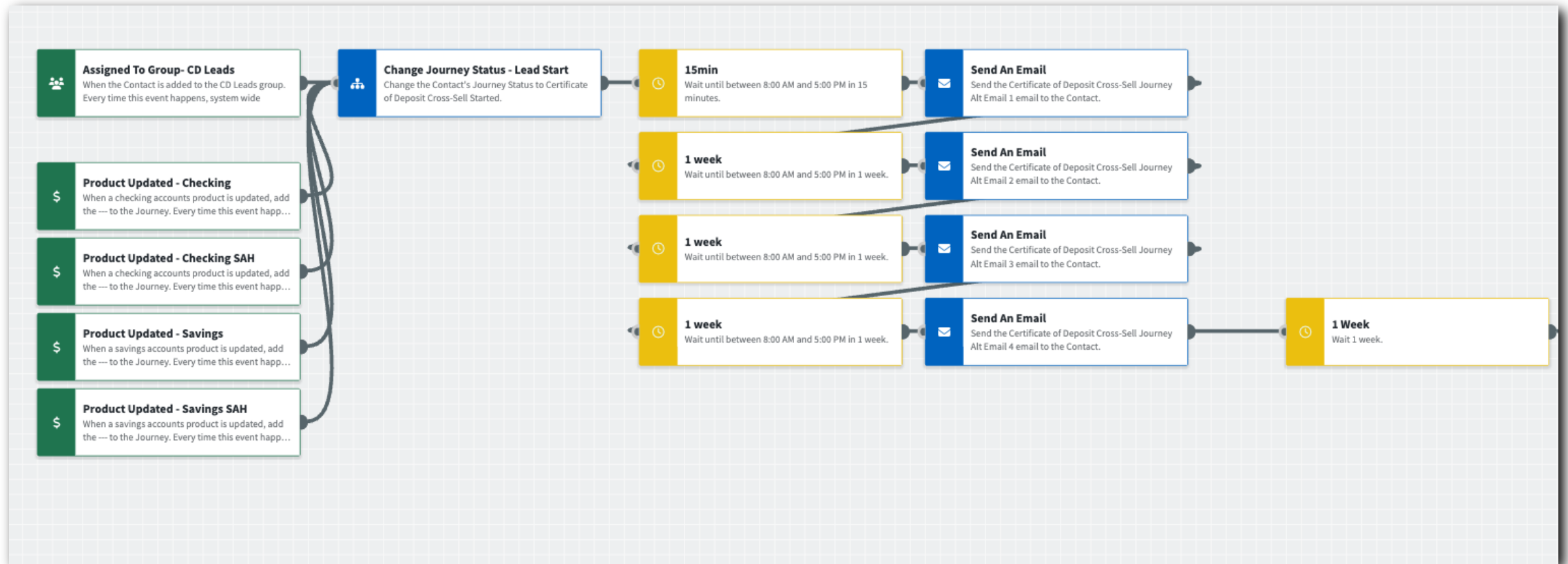


Certificate of Deposit Cross Sell

Email

This journey is intended to educate clients on the benefits of opening a new CD. The campaign includes four emails on the benefits of certificates of deposits over the course of one month. TE recommends leveraging the related CD Renewals journey to complement this cross-sell journey.

*All communications should be reviewed prior to initiating the journey.



Journey Map Notes:

- Keep emails that work for your organization, swap with custom, or add these emails to your existing campaigns.
- Adjust onramps with organization specific groups and Focused View outcomes.

Certificate of Deposit Cross Sell



Your savings will work harder when you move them into a Certificate of Deposit (CD).

Dear {{recipient.f_name}},

Your savings will work harder when you move them into a Certificate of Deposit (CD).

Are you looking for a safe and effective way to maximize your savings? Consider opening a certificate of deposit (CD) from {{sender.company}}. With a CD, you can earn higher interest rates than with a traditional savings account while keeping your money secure.

Since we offer a range of CD terms, you can customize your savings strategy to fit your individual needs and goals. Whether you're planning for retirement or simply looking for a smarter way to save, a CD can help you achieve these goals.

Don't miss out on the opportunity to earn more with your savings. Contact your banker today to learn more about our CD options.

Best regards,



A CD can help ensure a well-funded retirement, no matter what you're planning.

Dear {{contact.f_name}},

If you're concerned about your long-term savings strategies, consider adding one or more Certificates of Deposit (CDs) to your portfolio.

By investing in a CD, you'll earn a guaranteed rate of return without fretting about the volatility of this year's stock market or other riskier investments. Plus, with FDIC insurance, your CD investments are protected up to \$250,000*. This means you'll have lasting peace of mind about the safety of your savings.

Don't wait to start planning for your retirement. Talk to us today about how a CD can fit into your financial plans.

Best regards,



If "low risk investing" is music to your ears, our CDs are playing your tune.

Dear {{contact.f_name}},

Are you looking for a low-risk way to grow your savings? A certificate of deposit (CD) can be a great option for you.

CDs offer guaranteed returns and are insured by the FDIC* for up to \$250,000 per depositor, making them a safe investment option. Plus, with a range of CD terms and rates to choose from, you can tailor your investment to fit your individual needs.

Talk to us today about investing in a CD and begin raising your money safely.

Best regards,



If your savings are snoozing in a low-interest account, move them to a CD and watch them wake up.

Dear {{contact.f.name}},

Do you have an emergency fund in place? A certificate of deposit (CD) can be a smart way to build up your emergency savings with a higher rate of interest.

With a CD, your money will work harder than within a traditional savings account, while still having access to your money when you need it. Plus, by locking in a rate for a set term, you can avoid the temptation to dip into your savings prematurely if you spot a high-dollar item you've been craving.

Don't wait until an emergency strikes. Talk to us today about how a CD can help you build and preserve your emergency fund.

Best regards,

Email Subject:

- How a CD can help you achieve your financial goals
- Peace of mind for your retirement: Why a CD is a smart investment choice
- How a CD helps you grow your money safely
- Build your emergency fund the smart way: with a CD