

# Expert Content Strategy Guide

*Certificate of Deposit Renewal*

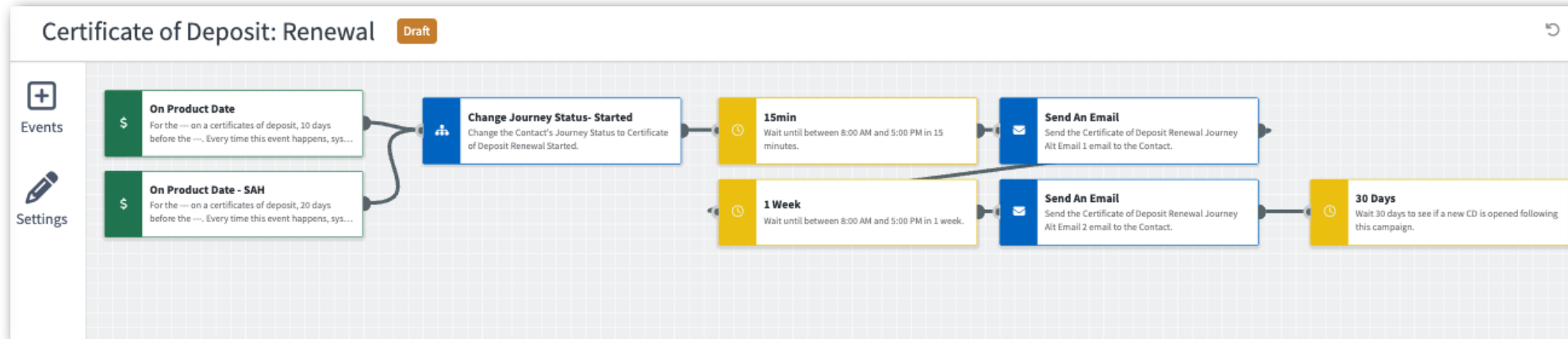


# Certificate of Deposit Renewal

## Email

This journey is intended to reengage existing CD owners, alert them of upcoming renewal dates, and encourage an extension. TE recommends leveraging the related CD Cross-Sell journey to complement this campaign. The campaign includes two renewal emails and a thank you when/if the customer renews or initiates another CD.

\*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 Renewal



## Renew your CD for maximum growth

Dear {{contact\_f.name}},

According to our records, your existing certificate of deposit (CD) with {{sender.company}} is scheduled to mature on {{custom.cd\_maturity\_date}}. Are you planning to renew it?

CD rates and offerings have changed since {{custom.initial\_investment\_date}} and current rates provide opportunities for you to secure your funds, personalize your savings strategy, and maximize growth for your future.

To learn more about taking advantage of current certificate of deposit rates and products, contact us today.

Best regards,



## Customize your savings strategy for a stress-free future

Dear {{recipient\_f.name}},

Did you know that your certificate of deposit (CD) matures soon? This means you'll have a new opportunity to lock in a guaranteed rate of return by renewing your CD with {{company}}.

Assisting you with your CD renewals is part of our services to you. With a range of renewal options to choose from, you can customize your savings strategy to fit your individual needs and goals.

We appreciate your business and your trust and want to continue serving you. Contact us today so we can continue to work together to maximize your earnings.

Best regards,



## Thank you for trusting {{company}} to be a part of your financial journey.

Dear {{recipient\_f.name}},

Investing in your future and ensuring your savings are secure is important. By purchasing a CD with {{company}}, you have taken steps to keep your hard-earned money working for you.

We at {{company}} appreciate your business and are here to help you with any questions you may have regarding your CD or additional financial services.

Best regards,

## Email Subject:

- Keep your savings secure and growing
- Lock in a guaranteed return: Why renewing your CD is a smart choice
- You're on the right path