

# Expert Content Strategy Guide

*Online Banking*

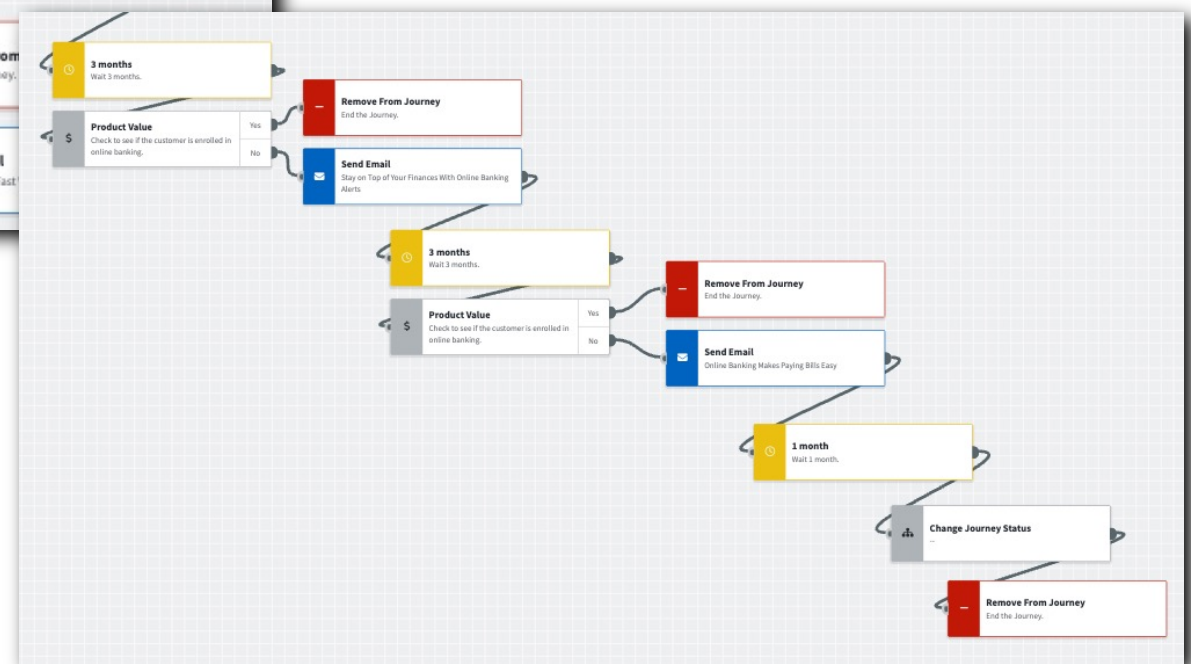
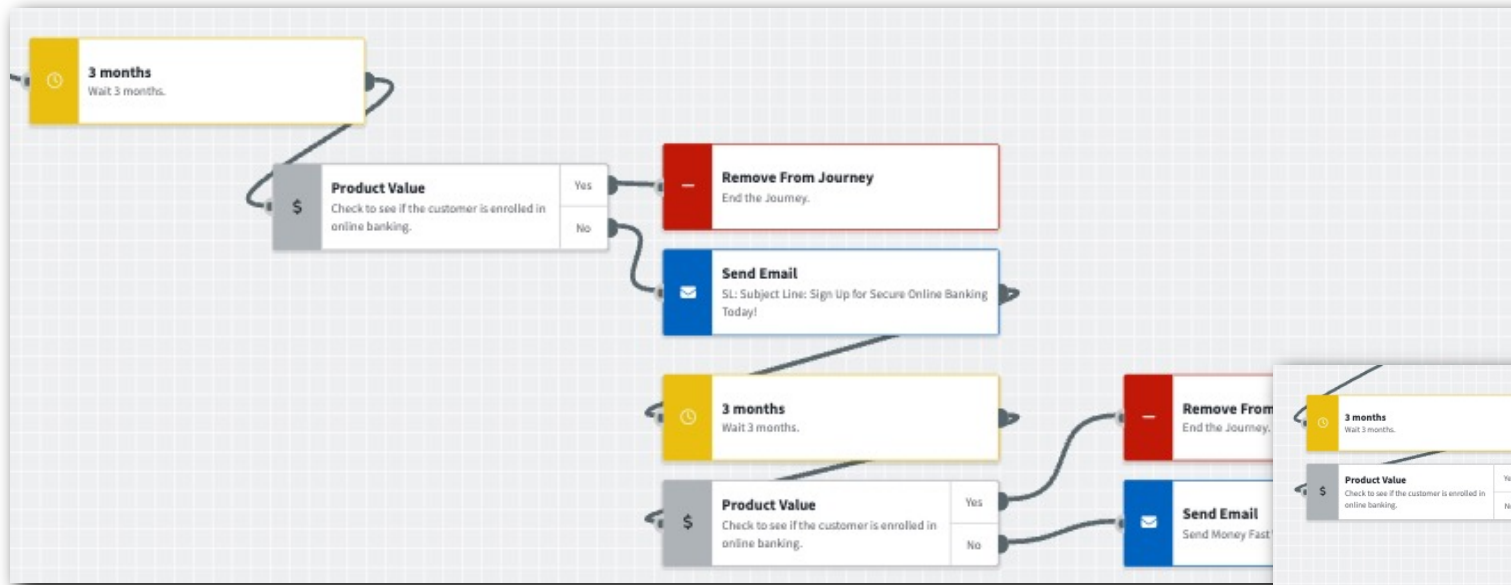


# Online Banking Journey

## Email

This is a series of 3 emails sent to the customer to remind them of the benefits of online banking.

\*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.

# Online Banking Journey



Dear {{recipient.f\_name}},

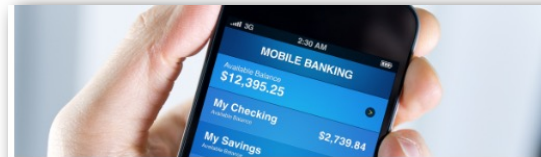
We hope you're having a good experience with your Expert Content account.

We noticed that you haven't signed up for our Online Banking service yet. Online Banking is free, and it gives you easy-to-use digital tools to manage your money and plan for your financial future. Best of all, it's a secure way to keep track of your finances from the comfort of your own home.

Signing up just takes a few moments:

[Learn More About Online Banking](#)

If you have any questions about Online Banking, please feel free to contact us online, visit your local Expert Content branch, or speak with a Expert Content representative by calling (123) 456-7890.



Dear {{recipient.f\_name}},

Now is a great time to sign up for Expert Content Online Banking. You'll be able to track all your transactions with just a few clicks! It even includes useful tools for budgeting and managing your money.

Online Banking also makes sending money to friends and family easy. Instead of writing a check and worrying about it getting lost in the mail, now you can do it all digitally. What used to take a week can now take just a few hours.

Signing up for Online Banking only takes minutes:

[Learn More About Online Banking](#)

If you have any questions about Online Banking, please feel free to contact us online, visit your local Expert Content branch, or speak with a Expert Content representative by calling (123) 456-7890.



Dear {{recipient.f\_name}},

We hope you'll take a moment to sign up for Expert Content Online Banking. It's an easy way to manage all your financial transactions in real time without ever setting foot in a bank.

One great feature of Online Banking is the customizable alert system. You can set up alerts to let you know when your balance gets too low or high, when there's a debit card transaction, and even when there's been unusual activity. You have complete control over your alert settings, so you only receive the notifications you want.

[Learn More About Online Banking](#)

If you have any questions about Online Banking, please feel free to contact us online, visit your local Expert Content branch, or speak with a Expert Content representative by calling (123) 456-7890.

## Email Subject:

- Sign up for secure online banking today!
- Send money fast with online banking
- Stay on top of your finances with online banking alerts