



# Financial eNewsletter

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## Newsletters Work

Financial eNewsletters are an effective marketing tool. They build brand awareness and enhance relationships with customers.

Usability studies show that electronic newsletters are significantly more effective at strengthening customer relationships than a website alone. Bank customers benefit from and enjoy eNewsletters because they are a comfortable way to learn more about how the institution can help them address their financial concerns. Banks create value with newsletters because they are a means to communicate marketing messages on a recurring basis without resorting to a constant barrage of "sales pitches."

## eNewsletters Work Harder For You

The role of electronic communications is changing the way banks communicate and the way customers handle their finances. Just like websites have become marketing tools, eNewsletters sent via opt-in email are becoming the communication channel of choice for many consumers.



We customize to your brand and message.

## Our Turn-key Solution Meets Your Goals...

- ✓ Provide customers with financial education and solutions
- ✓ Encourage existing website visitors to come back more often
- ✓ Encourage new people to visit your website and return
- ✓ Make customers more aware of your products and services
- ✓ Save development time with a turn-key eNewsletter
- ✓ Drive actionable sales online and through direct channels
- ✓ Manage unsubscribes and email bounces
- ✓ Track and report on email opens and clicks

## ... And The Goals Of Your Customers

- ✓ Plan a financially secure retirement
- ✓ Fund higher education for their children
- ✓ Improve their current financial lifestyle
- ✓ Manage their investments more wisely
- ✓ Reduce their tax burden
- ✓ Pass their wealth to future generations

Our eNewsletters include information on your products and services to demonstrate how they can be part of a financial solution for the reader. People want to know what you offer and why they should choose your organization instead of a competitor for their needs.

## Customers want to receive relevant emails

Many banks are making email a part of their marketing efforts, yet few have complete and accurate email address lists. Offering a subscription to your eNewsletter is an easy way to solicit addresses and begin the process of adding email to your marketing efforts.

As an annual subscriber, you also receive an annual subscription to the Financial Wisdom Library of Content. Use the articles that meet your needs and then edit, modify or change them to fit your desires. Incorporate them into your product web pages. Create an online library of resource articles. Add an educational aspect to your newsletters. You may even want to use them in the press.

## Costs

Subscriptions start at only \$995.<sup>00</sup> per month and include full access to the Financial Wisdom Library of Content, branding & creative design, and licensing of Endai QuadraMail email delivery service. Emailing costs vary with volume, and at only pennies per piece, you may save thousands by having customers opt for electronic delivery of your regular customer newsletter.

## eNewsletters Drives Sales

Your branded eNewsletter helps establish "trusted advisor" status for your institution and increases immediate opportunities for cross-sell and up-sell into higher value products and services.

## eNewsletter Content Categories:

- ✓ General Financial
- ✓ Retirement
- ✓ Home and Residence
- ✓ Income Tax and Estate Planning
- ✓ Insurance Issues
- ✓ Investing
- ✓ Small Business Articles

## Summary

While working with community bank clients, Endai and Financial Wisdom recognized the need for a simple, turn-key solution. These community banks liked the idea of an electronic customer newsletter, but lacked the staffing and technology resources to make it happen. This service provides the solution.

A rich eNewsletter is a powerful part of your website and your total electronic marketing efforts. By positioning educational content at the intersection of the bank's objectives and customer's objectives, your institution and your website visitors can reach their financial goals.

## Find out more. Contact Us Today.

Joseph Beccalori  
Director of eServices  
212-430-0808 ext. 115  
[jbeccalori@endai.com](mailto:jbeccalori@endai.com)

*All of the recent press about "spam" threatens to obscure the opportunity of using email as an effective channel to communicate with your online customers. A recent survey sponsored by Callahan's Survey Consortium reveals that the majority (74%) of consumers do want email from their financial institution. While some members had concerns about its frequency and purpose, most did want to receive email communications, particularly account-related alerts. Only 3% said they didn't want to receive any email at all.*