

MAILER:

Business First Bank

OBJECTIVE:

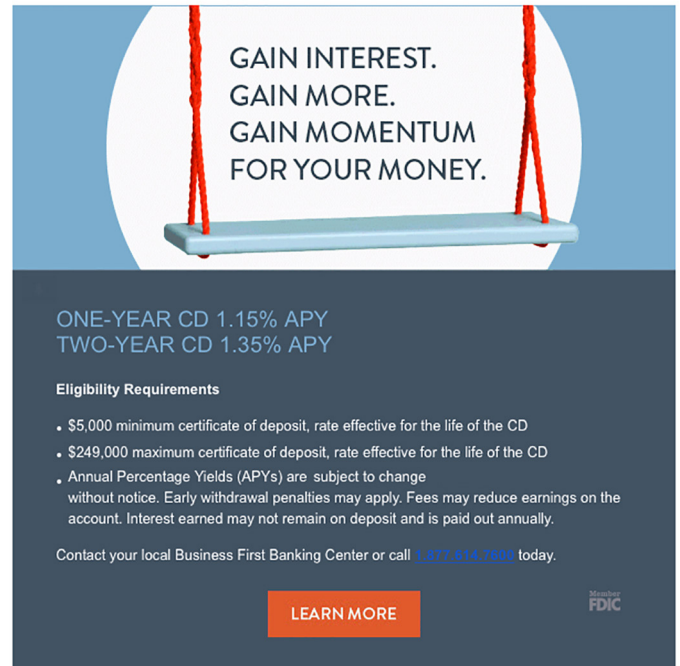
Business First Bank faced the challenge of promoting awareness and generating sales on its one-year and two-year CDs.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign that segmented an audience of business decision makers at small-medium size companies (up to 500 employees) who would be interested in purchasing a short-term CD. eTargetMedia strategically selected the American Business Decision Makers file and geo-targeted zip codes in a 20-mile radius around the bank locations. The offer was designed to promote the short-term, 1-2 year CDs and provide information on the benefits and eligibility requirements of purchasing a CD as well as give investors more information on how to purchase CDs.

OUTCOME:

The eTargetMedia campaign resulted in exceptional open rates and click through rates that exceeded industry averages for acquisition based investment campaigns. The email campaign led to increased leads and CD inquiries on the Business First Bank website during the promotional period.



**GAIN INTEREST.
GAIN MORE.
GAIN MOMENTUM
FOR YOUR MONEY.**

ONE-YEAR CD 1.15% APY
TWO-YEAR CD 1.35% APY

Eligibility Requirements

- \$5,000 minimum certificate of deposit, rate effective for the life of the CD
- \$249,000 maximum certificate of deposit, rate effective for the life of the CD
- Annual Percentage Yields (APYs) are subject to change without notice. Early withdrawal penalties may apply. Fees may reduce earnings on the account. Interest earned may not remain on deposit and is paid out annually.

Contact your local Business First Banking Center or call [1.877.614.7600](tel:1.877.614.7600) today.

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