

MAILER:

Capital City Bank

OBJECTIVE:

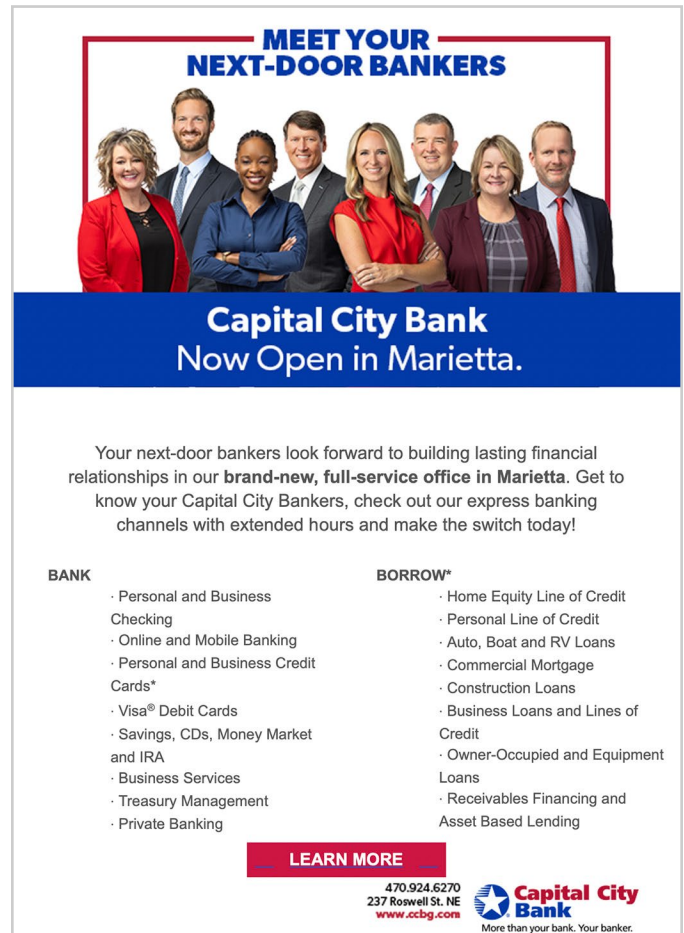
Capital City Bank faced the challenge of promoting the grand opening of their new Marietta, Georgia location and increasing bank membership at the new location.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted wealthy families and individuals who live within a specified range around Capital City Bank's new location in Marietta, GA. eTargetMedia strategically selected the High Income Consumers file and targeted families and individuals with high household incomes who live within a 5-mile radius around the bank's new location at 237 Roswell St NE, Marietta, GA 30060. The creative announced the Grand Opening of the new Capital City Bank location and featured the benefits of banking at Capital City Bank which included express banking, online and mobile banking, private banking and more. A strong call to action invited banking prospects to learn more about the advantages of banking at Capital City Bank.

OUTCOME:

The email marketing campaign was very successful in reaching high-income families and individuals who live within close proximity of the new Capital City Bank location. The campaign delivered very high open rates and an exceptional click through rate plus traffic to the website increased during the campaign.



**MEET YOUR
NEXT-DOOR BANKERS**

Capital City Bank
Now Open in Marietta.

Your next-door bankers look forward to building lasting financial relationships in our **brand-new, full-service office in Marietta**. Get to know your Capital City Bankers, check out our express banking channels with extended hours and make the switch today!

BANK	BORROW*
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