

# drive Tap2Local™ usage with the Jack Henry Marketing Center™

Most small business owners are confident in their vision, but they're drowning in the mechanics of getting paid.

While 71% of small business owners say they feel satisfied with their financial situation, confidence drops sharply when it comes to operational realities: only 65% feel confident managing income tracking, and just 52% feel equipped to manage cash flow.<sup>1</sup> These early-stage hurdles remain some of the biggest predictors of long-term financial satisfaction.

This gap between business ambition and everyday financial management is an opportunity for financial institutions to step in with practical support.

By offering Tap2Local, your team provides the hardware-free payment experience that allows local entrepreneurs to focus on their craft instead of their equipment.

Tap2Local from Jack Henry® transforms a mobile phone into a secure payments terminal, enabling users to accept major cards and digital wallets with a simple tap. It's intuitive, seamless, and supported by the human connection that community-based financial institutions uniquely provide. And with effortless enrollment through the Banno digital banking app, businesses can adopt Tap2Local quickly, removing one of the most common barriers to trying new technology.

Since a tool is only effective if your accountholders actually use it, the Jack Henry Marketing Center handles the storytelling, so your team doesn't have to create an engagement strategy from scratch.



# from feature launch to financial partnership

The real measure of a new tool's success isn't its launch date, but how quickly it moves from your digital shelf into an accountholder's everyday life.

When your financial institution plays a positive role in managing a business – by providing tools like Tap2Local that remove hardware friction and speed up cash flow – business owners see you as a partner in their growth. This shift in perception leads to a massive increase in interest across your other services.

The data confirms that when you simplify these operational realities, business owner interest in your broader services climbs:

- **Payment-processing interest grows by 23 points**
- **Invoicing and bill pay interest climbs by 22 points**
- **Cash flow tool interest increases by 18 points**

These shifts illustrate a clear truth: when you offer tools that solve operational pain points, business owners respond with deeper engagement and loyalty.

Helping accountholders quickly grasp these benefits requires clear, consistent messaging around Tap2Local. The Jack Henry Marketing Center provides the resources to deliver that message effectively.

## pre-made campaigns to drive adoption

Think of the Jack Henry Marketing Center as a library filled with pre-made campaigns designed to help you drive awareness, adoption, and usage of your products and services.

You'll find everything from digital ads to printed brochures that are ready for you to add your own branding and launch. It's a simple way to get the word out and stay connected to your community ... without having to build every marketing piece from scratch. The Tap2Local campaign shows your business owners and “side



By offering Tap2Local™, your team provides the **hardware-free payment experience** that allows local entrepreneurs to focus on their craft instead of their equipment.

hustlers” how easy it is to get started. It also highlights how your financial institution provides the real, human support that app-only fintechns just can’t match.

Everything you need to drive Tap2Local engagement is already live:

- **Digital Outreach:** Use segmented email sets for business or consumer accounts and a landing page that explains the simple enrollment process.
- **Digital Promotion:** Connect through web banner ads or use the social media kit to reach people where they are.
- **Print and Personal Touch:** Drive action with statement stuffers, postcards, and brochures; or use the call script to help your team start conversations.
- **Education:** Get small business insights, campaign guides, and resources for your staff.

These assets translate Tap2Local’s operational value into a human-centered narrative, emphasizing that doing business locally is about connection, ease, and trust.

And importantly, they’re all integrated within the Jack Henry ecosystem – meaning your financial institution benefits from a marketing engine tailored specifically to the way you work.

## real results: the marketing center in action

Financial institutions using the Marketing Center are reporting higher adoption rates while spending less time on campaign creation.

Citizens Community Bank worked with the Marketing Center to bring marketing in-house, cutting nearly \$3,000 per month in agency costs.<sup>2</sup> Their first e-statements campaign, using pre-built email and landing page templates, drove paperless statement enrollments by 12.1%.

This success story is just one example of how the Marketing Center empowers banks and credit unions to scale their marketing efforts without adding headcount or complexity.



When you offer tools that solve operational pain points, business owners respond with **deeper engagement and loyalty.**

# 3 powerful ways you can deliver value with the Jack Henry Marketing Center

## 1. Deeper Relationships with Business Accountholders

Tap2Local strengthens your role as a partner in your community's economic growth, offering practical tools for running a business, not just managing money. The Marketing Center amplifies this value by ensuring the story is delivered to the right people at the right time and in the right tone.

## 2. Faster, Easier Product Adoption

Because the Marketing Center removes friction from campaign creation, your team can launch Tap2Local awareness and enrollment campaigns quickly through pre-built, ready-to-launch assets. These materials are designed around Tap2Local's core messages: simplicity, agility, and local support.

## 3. Consistency Across Every Touchpoint

From website banners to social media posts to in-branch conversations, the Marketing Center ensures your Tap2Local messaging is aligned, professional, and cohesive – helping accountholders move seamlessly from awareness to enrollment.

## ready to launch your Tap2Local campaign?

Explore the Tap2Local campaigns designed to convert [business owners](#) and [“side hustlers”](#) into loyal business banking relationships.

For more information about Jack Henry, visit [jackhenry.com](https://jackhenry.com).



Financial institutions using the Marketing Center are reporting **higher adoption rates while spending less time on campaign creation.**

### sources

1. [Jack Henry Financial Sentiment Study: SMB Report](#), Jack Henry, accessed March 9, 2026.
2. [Grand Valley Bank Revitalizes Marketing Approach With Help From the Jack Henry Marketing Center](#), Jack Henry, accessed March 20, 2026.