

how Citizens Community Bank found marketing wins with the Jack Henry Marketing Center™

Turning a Time Drain Into
a Strategic Advantage



Citizens Community Bank

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Assets

Over \$206M

Founded

1927

Software Solutions

Banno™, Banno Business™,
Digital Wallets, ESI, Geezeo®,
JHA SmartPay Remote Deposit
Anywhere™ (RDA), JHA SmartPay
Remote Deposit Now™ (RDN),
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“We wear a lot of hats,” says Jennie McLeod, Vice President of Retail Banking, Compliance Officer, and Branch Coordinator at Citizens Community Bank.

“Marketing was one of the hardest things for us to keep up with, and creating campaigns from scratch took time we didn’t have – so it often fell to the backburner.” McLeod continues, “The Jack Henry Marketing Center changed that.”

Citizens Community Bank has been a cornerstone of South Georgia since 1927.

With four branches and a thriving commercial lending center, the bank continues to flourish – growing to more than \$206 million in assets. Behind that success is a dedicated team of 50 employees, all united by one mission: delivering personalized service with big bank capabilities – all wrapped in that unmistakable hometown touch.

marketing that resonates

“Before adopting the Marketing Center, we relied on a third-party marketing agency for everything – from social media and email newsletters to product promotions and more,” notes Hollis Waldron, Vice President, Marketing Director, and Branch Manager at Citizens Community Bank.

And while the agency delivered, the cost was steep: nearly \$3,000 per month.

The Citizens Community Bank team wanted to bring marketing in house – not just to cut costs, but to take a more intentional, strategic approach with their marketing. The challenge? Without a clear plan or dedicated resources, the transition felt overwhelming.

“One of our biggest concerns bringing marketing in house was creating fresh, product-specific content that resonated with our customers and educated them about what we have to offer,” shares McLeod.

The writing and design process, in particular, became a major bottleneck for Citizens Community Bank – requiring significant internal effort and careful planning.



“It’s more than a marketing tool – it’s a strategic partner.”

Hollis Waldron

Vice President, Marketing Director, and
Branch Manager at Citizens Community Bank

“Then we discovered the Marketing Center,” adds Waldron.

The Marketing Center provides free, ready-to-use marketing materials designed to drive awareness, adoption, and engagement. From timely, high-impact insights to full marketing campaigns, landing pages, emails, social media posts, and more – these pre-built, customizable assets make marketing and engagement easy for banks and credit unions without the need for additional creative resources or stretching their budget.

Citizens Community Bank kicked off their Marketing Center journey with an e-statements campaign, leveraging pre built email and landing page templates to promote paperless statements. The team moved quickly, and the results spoke for themselves: strong engagement and enrollment provided an immediate proof point that the Marketing Center drives impact.

In fact, the bank’s first e-statement email alone resulted in a 12.1% increase in the number of e-statement enrollments – a clear win for both the bank and their customers.

Beyond campaign success, the Marketing Center transformed how Citizens Community Bank approached marketing. What once required a full week of effort now takes just one dedicated day each month – freeing the team to focus on strategy and customer engagement instead of production.

“The Marketing Center takes the pressure off our team by providing content that’s not only ready to use but feels relevant and authentic,” states Waldron.

“By working with the Marketing Center, we can create messaging that truly connects with our customers instead of getting lost – saving us time, keeping us consistent, and ensuring we stay visible without adding more to our plate. And the best part? It’s all free.”

where marketing meets strategic vision

For Citizens Community Bank, marketing isn’t just about campaigns – it’s about shaping the future.

“We’re big on strategic planning,” comments McLeod. “One of our key goals is to be more intentional with our marketing efforts and



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ensure every campaign is purposeful and aligned with our overall business objectives. With the Marketing Center, we can map out campaigns for the entire year upfront and leverage campaign data and insights to identify what’s working, adjust our approach quickly, and prove the impact of our efforts.”

That ability to plan ahead and pivot with confidence is the key to purposeful marketing.

The Marketing Center transforms marketing from a reactive task into a competitive advantage. Instead of scrambling to create campaigns or guessing what works, Citizens Community Bank now operates with clarity and intention. The result? Faster execution, more informed decisions, content that resonates, and the confidence to make marketing decisions that align with organizational goals.

Marketing without measurement is guesswork. With the Marketing Center, banks and credit unions move from guesswork to strategy – empowering proactive planning, data-driven decisions, and a clear connection between marketing efforts and business growth.

“It’s not just about saving time and money – it’s about freeing us to focus on what matters most: building relationships and strengthening connections with our customers,” says McLeod.

insights: the compass to future-focused marketing

But strategy doesn’t stop at planning – it thrives on foresight. That’s where insights come in.

With access to high-impact insights and consumer trends – like those from the [Jack Henry™ Financial Sentiment Study: Consumer Report](#) – banks and credit unions can plan ahead with confidence. These insights reveal what accountholders value most, how their digital expectations are evolving, and how trust influences financial decision-making – creating a roadmap for growth that aligns with what matters most to accountholders.

That shift from efficiency to insight marks a turning point.



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Hollis Waldron

Vice President, Marketing Director, and
Branch Manager at Citizens Community Bank

“In a competitive market, knowledge is power,” comments Waldron. “Having insights at our fingertips transforms how we plan – helping us think beyond day-to-day marketing and positioning us to make smarter, future-focused decisions. It’s more than a marketing tool – it’s a strategic partner.”

The Marketing Center isn’t just simplifying marketing – it’s redefining it.

By combining ready-to-use campaigns with powerful insights, the Marketing Center turns data into direction and ideas into impact – giving financial institutions the tools to act with confidence, anticipate change, and deliver experiences that truly resonate.

For Citizens Community Bank, this means marketing that’s not only efficient, but purposeful – driving faster execution, lower costs, deeper connections, and a smarter, more connected future.

McLeod concludes, “To other financial institutions considering the Marketing Center – don’t hesitate. This platform has completely transformed the way we market – moving us beyond generic campaigns to deliver personalized experiences and content that truly resonates with our customers. It’s been a game-changer for us.”

find your marketing wins

Visit the [Jack Henry Marketing Center](#) to transform your marketing efforts.

For more information about Jack Henry, visit jackhenry.com.