

Bar Harbor Bank & Trust boosts their Zelle[®] enrollment by 99.7%

As a part of a multichannel campaign, a customized email stream increases awareness and helps exceed enrollment goals



Address

82 Main Street Bar
Harbor, ME

Phone

888-853-7100

Website

barharbor.bank

Assets

Over \$3B

Founded

1887

Software Solutions

Zelle®, Synergy™, Banno™,
NetTeller®, SmartPay™

the challenge

Bar Harbor Bank & Trust is a true community bank offering a full range of financial services for individuals, families, businesses and non-profit organizations. Operating over 50 locations across Maine, New Hampshire and Vermont, they offer “big bank” technology paired with personal service to local customers.

So it was essential for Bar Harbor Bank & Trust to offer Zelle®, a person-to-person payments solution, to their customers. Zelle® would give customers the modern banking technology they expect. It would also help them compete with modern payment platforms like Venmo, PayPal, and Cash App.

But first, Bar Harbor Bank & Trust had to introduce Zelle® to their customers, explain how it worked, and convince customers to enroll ... at a low cost and large scale.

the solution

Bar Harbor Bank & Trust took advantage of Jack Henry’s Marketing Center, which offered a Zelle® Awareness email campaign among other marketing materials. They used this campaign to round out their Zelle® marketing effort. It was a crucial component of a multichannel strategy that would increase the campaign’s reach.

The email stream was already written and designed, complete with everything Bar Harbor Bank & Trust’s customers need to know about Zelle® across three emails. Bar Harbor Bank & Trust customized the emails with their logo, brand colors, and custom links to make it their own.

They uploaded their list right in the Marketing Center. Then the emails were deployed by Jack Henry. All Bar Harbor Bank & Trust had to do was customize ... everything else was done by Jack Henry.



“The Zelle® campaign was simple to customize ... Better yet, it was deployed to our customers for us.”

Joseph Schmitt

Chief Marketing Officer,
Bar Harbor Bank & Trust

the result

After the campaign, the results came in ... Bar Harbor Bank & Trust saw a 99.7% boost in their Zelle® enrollments.

The email portion of the campaign also helped Bar Harbor Bank & Trust increase awareness of Zelle®, as shown by a significant 39% open rate and a 2% click-to-open rate. The performance boosted Bar Harbor Bank & Trust's strategy and helped them meet their enrollment goals.

boost enrollment with customized marketing

Visit the [Jack Henry Marketing Center](#) to see how we can help you reach your marketing goals.

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