

Grand Valley Bank revitalizes marketing approach with help from the Jack HenryTM Marketing Center



Grand Valley Bank

Address

925 N. 7th Street
Grand Junction, CO 81501

Phone

970.241.4400

Website

grandvalleybank.com

Assets

\$569 million

Accountholders

21,964

Founded

1983

Shortly after moving from the Operations department to Training and Marketing at Grand Valley Bank, Carmen Davis was tasked with revitalizing the bank's marketing approach, which – at the time – was limited to radio and newspaper ads.

As Vice President of Training and Marketing, Carmen knew the challenge she faced: creating an innovative and effective marketing campaign while lacking the necessary time and resources.

a renewed marketing approach

Grand Valley Bank, founded in 1983 in Grand Junction, Colorado, has grown significantly over the past four decades. It began with a single small office and a team of 12 employees, and is now a thriving institution with nine full-service branches in two states – Colorado and Utah – and more than 100 employees. With a motto of “People Banking with People,” the bank attributes their success to their personal approach to customers.

Part of Grand Valley Bank's personal approach involves how they market and communicate their products and services.

In the dynamic landscape of modern banking, the need for innovative and effective marketing strategies is more crucial than ever. When it was time to create a marketing campaign for eStatements, Carmen immediately went to Jack Henry and the Marketing Center for assistance.

marketing made simple

The Marketing Center is a digital library of customizable marketing campaigns and branded video packages designed to help financial institutions increase accountholder engagement, product adoption, retention, and loyalty.



Supporting a variety of Jack Henry's payments and digital solutions, the Marketing Center has evolved into a **digital marketing hub** – **available free of charge** – for all Jack Henry clients.

"The Marketing Center came out during the first Jack Henry project I worked on at Grand Valley Bank," says Carmen, who has been with the bank for 15 years. "We were implementing iPay Consumer Bill Pay™ and iPay Business Bill Pay™, and at that time, the Marketing Center was only offering marketing support for bill pay. It was useful in building talking points for our customers."

Since then, the Marketing Center has expanded considerably.

Now supporting a variety of Jack Henry's payments and digital solutions, the Marketing Center has evolved into a digital marketing hub – available free of charge – for all Jack Henry clients.

With tools to empower financial health, attract and retain accountholders, and reduce risk and fraud, the Marketing Center provides high-quality assets derived from data, research, and surveys. Each marketing asset can be customized to match a financial institution's brand and voice, and multichannel engagement opportunities include emails, landing pages, videos, social media content, digital and print ads, and more. In addition, there are hundreds of available campaigns to explore that can be leveraged to educate accountholders and drive adoption and usage.

Essentially, the Marketing Center is marketing made simple.

the first campaign

Grand Valley Bank's eStatements campaign in March of 2023 was its first foray into email marketing.

"The ease of the email side has been incredible," says Carmen. "We were able to initiate an email campaign for our customers that didn't exist before. And it was something that was developed within minutes."

The results of that campaign were incredible, as well.

Prior to campaign participation, eStatements was averaging 1.5 enrollments per week. Grand Valley Bank had 27 enrollments within the first week of deployment and averaged 13.5 enrollments per week in the month after the campaign.



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Vice President, Training and Marketing at
Grand Valley Bank

“It was great to see those analytical numbers and where things were before and after using the email campaign from Jack Henry,” says Carmen. “That was very encouraging.”

The Marketing Center sends a follow-up email to participants after each campaign to share specific deployment metrics such as open and click rates so users can see how their campaigns performed. That’s another thing Carmen appreciates. “I like seeing that the campaigns have been effective,” she says.

the successes keep coming

In April of 2023, Zelle® went live at Grand Valley Bank, and from June to July, Carmen’s team launched a marketing campaign to support the product. They relied heavily on the Marketing Center to move seamlessly through the marketing process – not just for adoption, but for education as well.

“The resources about safety that were available to share was a relief for us and a huge benefit for our customers,” says Carmen. “We wanted to do our best to educate and protect our customers. Mentally, it was a daunting task, but we wanted to do it justice.”

The ability to segment recipients of email campaigns was an added benefit during the Zelle® campaign. “We found that with Zelle®, since it’s not a Jack Henry business customer product as of now, we were able to scrub out businesses from our email list and focus only on customers in that campaign.”

Carmen and her team began their email and digital campaigns at the rollout of Zelle®, and found that customers were signing up quickly. In fact, from May to July, total send volume increased 392% at their bank, and almost doubled from June to July!

quick, easy, and effective

Grand Valley Bank has fully embraced the Marketing Center and has made it a regular part of their marketing agenda. Carmen logs in at least once a month, and says the three words that best describe the Marketing Center are “quick,” “easy,” and “effective.”



With over 5,200 active users, 2,800 financial institutions, and 1.6 million accountholders reached in 2023, the Jack Henry Marketing Center can add value to your marketing efforts.

“We’re constantly utilizing the Marketing Center to communicate payment safety and to promote various products,” Carmen says. “Whether it’s the available digital ads or email campaigns, the information we need is literally fed to us to design and schedule in the way that works best for us. It’s so easy to implement.”

For anyone who hasn’t visited the Marketing Center lately – or ever – Carmen suggests taking time to really dig in and see what it can do for your financial institution.

“Look at the landing pages available for your website; look through the emails and schedule those that help share your financial institution’s message; use what’s available for social media,” advises Carmen. “This marketing resource truly saves time and makes this part of the job more efficient than ever before.”

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“Whether you’re where we started (bare bones) or you’ve already got

a great marketing strategy in place, you can take whatever you’re doing in marketing and use the Marketing Center to bring out something different and fresh,” says Carmen.

“And it’s available at no cost, so that’s definitely a bargain!”

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.

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