

maximize product adoption

Leverage a Full Suite of Marketing Assets and Insights to Drive Engagement

It's one thing to have the right tools in place – it's another to make sure people are actually using them.

The Jack Henry™ Marketing Center provides free, ready-to-use marketing materials designed to drive awareness, adoption, and engagement for your products and services. With these resources, you can ensure your technology investments deliver maximum value.

comprehensive marketing resources for every stage of engagement

From full marketing campaigns to landing pages, emails, social media posts, and everything in between – these pre-built, customizable marketing materials make it easy to engage your accountholders without the need for additional creative resources or budget.

Whether you're focused on building awareness or optimizing engagement with your accountholders, Jack Henry provides the tools and insights you need to succeed at every stage.





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bridging the gap

The Jack Henry Marketing Center helps you meet your accountholders where they're at in their financial journey. Many accountholders experience fragmented financial routines, juggling multiple accounts and tools without a central source of clarity.

Our digital hub offers a wealth of comprehensive marketing resources to educate your accountholders, promote financial wellness, and guide them through their financial routines – ultimately strengthening your relationships, driving adoption, bringing accountholders back to your financial institution, and positioning you as their top-of-mind choice.

tailored support for your marketing needs

The Jack Henry Marketing Center is more than just a source for marketing materials – we also offer guidance and strategic support to help you engage with your accountholders at every stage of their financial journey.

Our team of experts work closely with you to create and execute customized marketing strategies designed to:

- **Encourage product adoption:** Through research-backed campaigns, we educate your accountholders about relevant financial solutions, making it easier for them to take action and adopt new products.

- **Drive product usage:** With targeted messaging and multi-channel marketing, we help reinforce the value of your offerings, ensuring your accountholders stay engaged and continue to see the benefits.
- **Strengthen relationships:** Recent data shows 24% of consumers prioritize happiness, while another 24% focus on providing for their families. However, only 29% describe themselves as risk-takers, indicating a cautious approach to financial growth.¹ These insights reveal that financial decisions are deeply personal and tied to emotions. By addressing both financial gaps and emotional needs, Jack Henry helps you build trust, deepen loyalty, and strengthen long-term connections with your accountholders.

marketing made simple

Effectively attract, educate, and engage with accountholders by leveraging more than 130 pre-built marketing assets in one central location.

With just a few clicks (and no coding required), you can easily customize and deploy campaigns that reflect your brand and connect with your accountholders. Here's what you'll find:

- **Social media:** Ready-to-use social media kits with posts and graphics designed to boost your online presence.
- **Email campaigns:** Easy-to-use email templates built to help you effectively connect with and educate your accountholders.
- **Online tools:** Eye-catching landing pages, banner ads, and videos created to teach, drive usage, and enhance your overall accountholder experience.

- **Additional materials:** Brochures, statement stuffers, and guides to share in-branch, on your website, or through accountholder communications.

achieve your business goals with ease

Whether you need tailored campaigns, data-backed insights, or expert guidance, the Jack Henry Marketing Center provides the resources and support you need to market with confidence and create impactful marketing campaigns that resonate with your accountholders and drive real, measurable results.

Say goodbye to complex and costly creative processes, and hello to streamlined, effective marketing!



Easily customize and deploy campaigns that reflect your brand and connect with your accountholders.

drive product adoption

Visit the [Jack Henry Marketing Center](#) today for ready-to-use campaigns that can increase adoption and usage of the tools your accountholders need most.

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

sources

1. [Jack Henry Financial Sentiment Study](#), Jack Henry, accessed February 25, 2025.