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FOCUS

Your Financial Marketing Newsletter
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► Special offer for IBAT Members Opt-in Marketing

By now your bank is getting ready for the new Reg E Overdraft Opt-in rules. Now that your systems are prepared, reinforce the options with customer-friendly marketing messages to support your compliance efforts.

Informed customers are satisfied customers. Uninformed customers may fail to opt-in and become dissatisfied customers if their ATM or Debit card is denied. Communicate these changes at every customer touch point in a visually appealing way—educate and motivate!

Genesis presents these specially prepared marketing materials for IBAT member banks to support your Opt-in program:

- Website graphics
- Lobby counter cards & ATM kiosk cards
- Statement stuffers
- Flyers, sized to fit in drive-thru envelopes and/or include in routine customer letters and correspondence
- Message On-hold

Special pricing and quick response!

Call or email the bank marketing specialists at The Genesis Group today!

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