



## Using Digital Signs To Increase Bank Deposits and Profits Has Never Been Easier

Successful banks are now finding the many benefits of using digital signs to increase their deposits and profits. Professional graphics and videos grab customers' attention without the high cost of printing posters, flyers and tent cards. Banks are able to cross-sell additional products and change marketing messages instantly in order to stay ahead of the competition. Bank Marketing Center allows a bank to personalize and customize an ad and have it running in all their branches in seconds. For a small subscription fee you will have access to an unlimited number of professionally designed layouts and over eight million stock photos.

**bankmarketingcenter.com**

**See How It Works!**



**Create Content In Seconds**

**Schedule Date and Time For Viewing**

**Cross-sell Your Products & Services**



## Advantages to using digital signs:

- Creates a professional look for your branches with proven marketing materials.
- Program ads to run at specific times of the day.  
Example: Run Remote Capture ads during the lunch hour rush.
- Ability to cross-sell additional products like Home Equity Loans, Small Business Loans, IRA's, CD's, Safe Deposit Boxes, etc.
- Ads can be added, deleted or revised in seconds, giving you the ability to change interest rates instantly.
- Ability to play video commercials or employee training videos.
- With a cost of less than a \$2 a day, it's less expensive than printing.

## Advantages for multi-branch banks:

- Different products can be promoted in each branch location.
- Protect your "brand" while personalizing and customizing your ads for each location.
- Control what each branch manager can display on the signs.
- Monitor what is playing on each sign in each branch instantly.



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For more information on how to use digital signs in your bank, please contact Neal Reynolds at 404-943-1632 or [nreynolds@bankmarketingcenter.com](mailto:nreynolds@bankmarketingcenter.com)