

First National Bank of Rochelle Online Banking

Product: KC-305, Laptop Computer Calendar

Marketing Objective: To get current customers to start using their new online banking services

The First National Bank and Trust of Rochelle put a KC-305 Laptop computer calendar in each customer's statement when it was mailed out at the end of the month. Along with the calendar were instructions on how to utilize new online services. With the useful calendar and the bank's web address right in front of the customers, a significant increase in online banking occurred.

They also took advantage of marking the holiday's with reverse circles at no extra charge.

The next month's statement contained the KC-400 computer calendar for PC's.

It put the bank's name and web site in the right place all the time.

