

LET'S BE HONEST. Marketing of investment services for a bank is not a simple task. Annuities, 401Ks, and IRAs simply are not very “sexy” and don’t exactly get the blood flowing, know what we mean? What’s a bank advertising manager supposed to do?



If you are Bernie Schultz, Advertising and Promotions

Manager for AnchorBank in Madison, WI, you call Precision Information. “Investments promotion is a tough shell to crack. Promoting something like personal checking is rather straight-forward, while an investments customer has many more variables to consider. We wanted an innovative approach to crack that shell.”

Together, AnchorBank and Precision Information (publisher of the Educated Investor™ family of products) developed an innovative solution to generate new customers for AnchorBank’s Investments

Division and that program is now starting to see very nice results.

The solution involved a direct mail campaign, which was mailed to a targeted group of AnchorBank customers, not just



Christopher Boyce
VP of Product Development-
Retail Division for AnchorBank

investments customers, and explained the wide range of investment services AnchorBank offers. So what’s so innovative about that, you ask? Well, there was something extra this time - a reply card for customers interested in the Educated Investor Encyclopedia of Personal Finance™ CD-ROM, the flagship product of Precision Information. For each customer that sent back the reply card, AnchorBank sent them a copy of the Encyclopedia of Personal Finance free of charge, a \$49.95 value.

“The main concern I always have with any financial information is from a compliance standpoint,” explains Christopher Boyce, VP of Product Management-Retail Division for AnchorBank. “Precision Information has a robust database of NASD compliant information, and doesn’t require much effort getting into it, so it covers all the bases I’m concerned about from a management position.” By providing the most accurate, reliable, and unbiased financial information available,



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The Encyclopedia of Personal Finance helps teach users key financial terms and concepts they need to know to have the

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confidence to work with an AnchorBank advisor to make informed financial decisions.

Furthermore, by taking an active roll in educating customers with this information, Boyce and AnchorBank benefit as well. “There’s an old adage—if you can help to educate the customer, you can gain their loyalty and confidence. They

will see you as a valued resource and partner, and from there, they will trust you to help them plan and manage their investments. The educational process is a very important part of the sales process at AnchorBank.”

As a \$4.13 billion consumer-oriented bank, AnchorBank has a very diverse customer base. Bernie Schultz reports that the Encyclopedia of Personal Finance promotion has been very successful in reaching such a diverse audience, “We were pleasantly surprised at the high response rate. We received around 650 reply cards on our first mailing, which gave us a clear measurement of the success of our CD-ROM promotion. Not only did we have this tangible measurement, we then had hundreds of new sales leads for our financial advisors.”

With the success of the initial direct mail campaign as a cross-promotional tool, AnchorBank has again decided to offer the Encyclopedia of Personal Finance CD-ROM to AnchorBank customers, this time through a newsletter. At the time

of this writing, this program has already generated an outstanding 7.5% response rate. Building upon the positive results of their work with Precision Information, Christopher Boyce and AnchorBank look forward to their future collaborations, “As a bank, we’re always trying to find ways to convey the complexities of investments to our customers, and Precision Information gives us tools to help us simplify that process.”

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Now is that “sexy” enough for you?**

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