

Marketing Resources for Digital Banking

User Guides | Campaign Tools | Videos



MURPHY & COMPANY

Help Your Customers Get the Most Out of Digital Banking

Murphy & Company's customized marketing and educational resources help you promote your digital banking solutions and guide your retail and business customers on getting the most out of them. At a fraction of the cost and effort necessary to produce your own instructional and promotional content, you can quickly deploy videos and written resources to boost digital adoption. Smooth customer introductions to digital banking and effective training for your staff just got easier.



Leverage a Library of User Guides and More

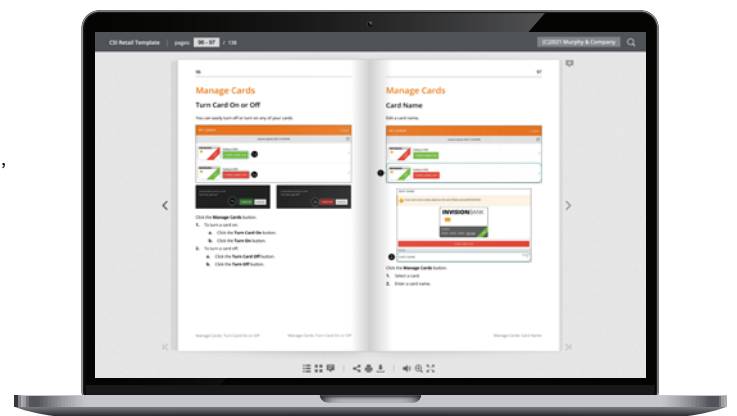
Murphy & Company's educational and promotional resources offer a complete tour of your digital banking platform that drives enrollment and builds customer relationships with comprehensive graphics, walkthroughs and references to help customers better understand and use your digital solution.

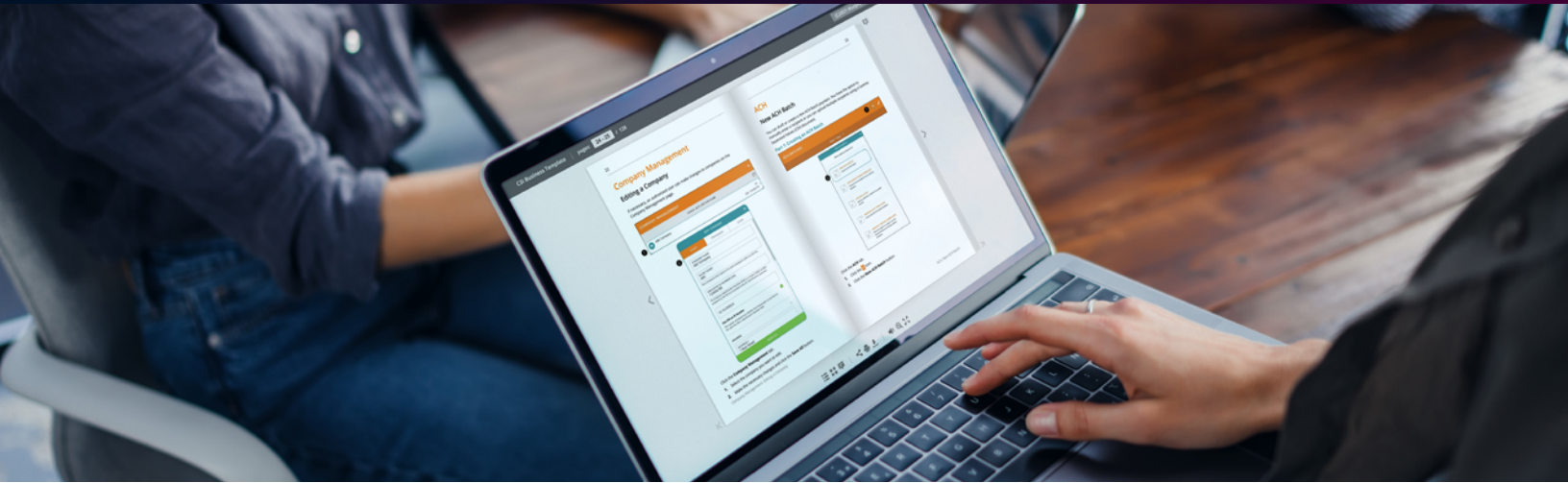
User Guides

- User guides for business digital banking and consumer digital banking are customized to your digital banking experience and brand by reflecting the preferred colors, logos and images of your digital platform. Additional customization is available.

Marketing Guides

- Marketing guides include sample campaign calendars that walk you through promoting new digital solutions and distributing campaign videos.





Offer Compelling and Customizable Video Content

The following video playlists highlight benefits of your digital solutions, system improvements and support options. Each playlist consists of a series of subject-specific, instructional videos that target your business objectives:

- Online Banking Basics
- Preferences & Settings
- Business Online Banking
- Mobile Banking
- PFM
- Bill Pay
- Security Tips & Fraud Prevention
- Conversion Series
- Marketing Series

If your needs extend beyond the above video playlists, you can purchase custom videos at a fraction of the time and cost compared to other vendors.

Choose the Package That's Right for Your Institution

PACKAGE A	PACKAGE B	PACKAGE C
<ul style="list-style-type: none"> • One User Guide Annual License • One Video Playlist Annual License 	<ul style="list-style-type: none"> • Two User Guide Annual Licenses • Two Video Playlist Annual Licenses 	<ul style="list-style-type: none"> • Two User Guide Annual Licenses • Four Video Playlist Annual Licenses

All packages also include:

- An Implementation Guide
- A Sample Marketing Calendar
- Go Live Marketing Campaign Tools
- Mobile Banking Marketing Campaign Tools
- Bill Pay Marketing Campaign Tools

For more information about Murphy & Company's digital banking promotional materials, contact your CSI Relationship Manager today!

