



March 2017 - B2C Marketing Email Campaign - Consumer financial product - Mailchimp

Subject: In 5 Days, Your \$500 Is Going, Going, Gone.

Hi ****FIRST NAME****,

Going, going, gone is how we want the Tigers to hit baseballs.

But it's not how we want to end things with you.

We invited you to be a part of the Autobooks rollout with Community Choice Credit Union and offered you a signing bonus of \$500.

As a reminder, with the Autobooks platform, you can easily invoice customers, pay vendor bills, and generate reports.

But you need to step up to the plate ASAP and activate your Autobooks account.

Or your \$500 is *loooooong gone*.

Take 10 seconds to activate your account now

- Sign into your Community Choice Credit Union Account
- Select the Autobooks tab on top
- Agree to our terms and conditions

You'll catch \$50 right off the bat when you send your first invoice to Autobooks. Contact us today with any questions.

Terms & Conditions Campaign Email #2

SUBJECT: Autobooks Wants To Know-Did You Win The Powerball?

Hi ****FIRST NAME****,

We just wondered, because you haven't activated your Autobooks account. Did you know that you are leaving \$500 behind?

Remember to activate Autobooks and join the initial rollout of the Autobooks payment and accounting software. The first users to activate become eligible for \$500 cash so don't miss out!

As a matter of fact, you'll get \$50 right away when you send your first invoice to Autobooks. We know you're busy, so don't worry we will walk you through the simple process.

But first...

Access Autobooks In Three Easy Steps

1. Log into your Community Choice Credit Union account
2. Access your Autobooks account by clicking on the Autobooks tab on top
3. Accept the terms and conditions.

It's that simple. That's all we need for now to finish configuring your account.

We are looking forward to hearing from you soon. And if you won the Powerball we would love a new coffee machine. :)

Get started here: [Click Here Link](#)

Signature Closing info

Invoice Payment Campaign- Email #2- ACH

Subject: Woohoo! You Just Got Paid by ACH Transfer!

Alt Subject: Keep Calm Your Payment Is In

Hi ****FIRST NAME****,

Thank you for submitting your first Autobooks invoice. We bet you're pretty pumped at how quickly and effortlessly you received your ACH payment.

What is an ACH payment?

Although the word "ACH" looks like the sound a cat makes when clearing a hairball, ACH, or Automatic Clearing House, is really a fancy term for an e-check.

The Upside of ACH Payments

- **Speed:** You'll receive payments quickly, which will improve your cash flow. ACH payments take an average of one to three days to process.
- **Ease:** ACH allows your customers to pay invoices electronically using their checking account, without having to hunt around for their checkbook or a pen.
- **Choice:** Customers love it when you offer payment options

CTA placeholder

Now that you have discovered the joy of ACH payments, why not test out another Autobook feature here:

Signature Placeholder

Invoice Payment Campaign- Email #3- Check

Subject: The Check Is NOT in the Mail

Hi ****FIRST NAME****,

Thanks for sending your first invoice, did you get the check we sent? Don't worry about checking the mailbox, the payment is already in your account.

How did we do that? It's the **magic of lock box payments**.

Automatic deposit: With Autobooks, check payments are processed electronically, and funds are directly deposited to your account.

Less mail to read: First we take out the middleman...you. Customers send their check directly to your account.

Less trips to the bank: Since checks are sent to your account automatically, you'll spend less time filling out deposit slips and have more time to spend on your business.

CTA placeholder

Now that we've paid your first invoice in full, why not review another Autobook function here
Link

Signature Placeholder

Invoice Campaign Email #1

Subject: Five Simple Steps To Get \$50

OR

Subject: Invoice Autobooks for an easy 50 bucks

Hi ****FIRST NAME****,

Want to discover how easy it is to send a professional electronic invoice with Autobooks? We'll pay you \$50 to try it now!

[5 Steps To \\$50](#)

1. Log into your Community Choice Credit Union account to access Autobooks
2. Choose "Create an invoice"
3. Select Autobooks from the drop-down menu
4. Set the amount to \$50 (no overcharging, we'll only pay \$50)
5. Click Send

That's it!

Did You Get The Memo?

Write us a little note in the memo line to say hi, let us know how we are doing, or just leave blank.

CLICK HERE LINK

The Fine Print - To experience each payment method, we'll send your \$50 in installments in three different ways.

Subject: Act Right Now Or Kiss An Easy \$50 Goodbye

Alt Subject: Don't Miss Out On The Quickest \$50 You'll Make Today

Hi ****FIRST NAME****,

Do you have a couple of minutes right now? Perfect! That's all the time you need to score a quick \$50.

Just click here to log into your Community Choice Credit Union account and access Autobooks

*(*note or take out "Just click here to" and hyperlink CCCU)*

Easy As 1,2,3!

1. Pick "Create an invoice"
2. Choose Autobooks from the drop-down menu
3. Set the invoice amount to \$50 and click send

This offer is set to expire in THREE days, so set aside a few moments now.

Let us know if you have ANY questions, we are here to help you succeed.

Subject: This Is It! Last Day To Collect Your \$50

Hi__

Tick Tock.

4. 3. 2. 1.

Your shot at an easy 50 bucks is blasting off.

Take a moment right now and complete the following steps:

1. Sign into Autobooks
2. Choose: "Create an invoice"
3. From the drop-down menu select "Autobooks"
4. Set an invoice amount to \$50 and SEND

Time is running out today. Call us with any questions or comments we're excited to hear from you.

Subject: Urgent: Only 3 Days To Collect Your \$500 Incentive

This. Is. It.

Bacon, Benjamins, Bones.

Whatever you call it, the easiest \$500 you could ever make is slipping away.

You'll never have another incentive from Autobooks that's this grand (well, half a grand to be exact).

We know you're busy. But we PROMISE it will take just a moment to activate this very limited offer.

To refresh your memory, when you sign into your new Autobooks account you'll be on your way to becoming 500 bucks richer.

The first \$50 is yours when you send us your first invoice.

We're here to help you every step of the way, so let's do this now!

- Head to your Community Choice Credit Union Account
- Select the Autobooks tab near the top
- Agree to our terms and conditions

