



# **AGENCY POSITION**



# **INSTANT BRANCH LETTER SYSTEM (IBLS)**



**PRESENTED BY STRATEGIC DIRECT MARKETING, INC.  
447 METROPLEX DRIVE  
NASHVILLE, TN 37211  
1-800-843-8861**

## SDMI INSTANT BRACH LETTER SYSTEM – WHAT IT IS

The SDMI Instant Branch Letter System (IBLS) is an automated data entry, data capture and letter fulfillment system. It is designed to encourage your branches to communicate with your account holders immediately and accurately when the communication will strengthen the financial relationship. It is designed to discourage the mailing of letters that are not authorized by your corporate marketing department, or are inaccurate or not approved by legal.

In a word, IBLS makes it fun, easy and economical for your branches to send routine customer communication letters as well as marketing letters that cross-sell your institution's products and services.

With IBLS, you maintain **total control** from your corporate marketing offices:

- *You control the letter copy.*
- *You control the quantities that can be mailed.*
- *You control the costs.*

Program set-up is FREE to you and your branches. You simply commit to a minimum annual mailing quantity as low as 1,000 letters per branch, and you receive:

- *Up to 10 basic marketing letter set-ups FREE.*
- *Up to 3 signatures per branch, digitized & stored FREE.*

Prices vary by participation tier and the number of colors required to print your logo on the envelopes and letter forms, (sorry, letterhead cannot be supplied by participating institution due to quality control requirements.)

## SDMI INSTANT BRACH LETTER SYSTEM – WHAT IT COSTS

### PROGRAM FEES

Annual Commitment Tier	1/Color Printing	2/Color Printing	4/Color Printing
<b>LETTER</b>			
1,000 Units – Letter Size	\$1.50	\$1.60	\$1.85
2,500 Units – Letter Size	\$1.00	\$1.10	\$1.30
5,000 Units – Letter Size	\$0.80	\$0.90	\$1.10
10,000 Units – Letter Size	\$0.70	\$0.80	\$0.90
25,000 Units – Letter Size	\$0.60	\$0.65	\$0.75
50,000 Units – Letter Size	\$0.50	\$0.55	\$0.60
<b>LEGAL</b>			
1,000 Units – Legal Size	\$1.65	\$1.75	\$2.00
2,500 Units – Legal Size	\$1.15	\$1.25	\$1.45
5,000 Units – Legal Size	\$0.90	\$1.00	\$1.20
10,000 Units – Legal Size	\$0.80	\$0.90	\$1.00
25,000 Units – Legal Size	\$0.65	\$0.70	\$0.80
50,000 Units – Legal Size	\$0.55	\$0.60	\$0.65

Units = Simplex laser-imaged letter + #10 window envelope.

## **SDMI INSTANT BRACH LETTER SYSTEM – HOW IT WORKS**

SDMI provides you with a CD-Rom for each of your branches, plus one for the home office. INTERNET ACCESS or EMAIL is required on each PC that runs the IBLs system.

Each branch receives a specific activation code. They are prompted to enter key information about their branch, including:

- Branch officer names, titles, phone numbers, fax, e-mail addresses
- Address / location information
- Officer codes

Once this information is complete, the system automatically sends the information to SDMI.

YOUR CORPORATE MARKETING OFFICE prepares the approved letter copy (with SDMI's help). The letters are stored at SDMI and 'locked in stone'. The branches cannot modify the letter content; they can only select the appropriate letters for marketing purposes.

YOU ISSUE A HANDBOOK or individual documents to your branches, alerting them of the NAME of the letter, and the COPY it contains.

THE BRANCH types the NAME of the letter into the IBLs system. The letter version is now available for the branch to use in their marketing efforts.

YOU CAN DISABLE any letter version at any time, by simply calling SDMI. Once disabled, no branch is able to mail the letter.

TO SEND LETTERS, the branch simply selects the letter by NAME, then types in the customer/prospect contact information – OR, they can select the contact information from their existing marketing database and simply append it to the IBLs communication.

## **SDMI INSTANT BRACH LETTER SYSTEM – HOW IT WORKS**

WHEN THE BRANCH CLICKS “SEND” the information is instantly routed to SDMI. We send the letter out within 3 business days.

- The content is secure
- The communication is implemented in a timely way
- The costs are fixed
- The manpower consumption at your branch is minimized
- The results are assured

Because you are in full control, you can set limits as to the number of total letters that can be mailed at each branch, (and permitted quantities can vary by branch.) You will also receive utilization reports that can tell you who is marketing and who is not – either on a branch-by-branch basis, or on an employee-by-employee basis.

## SDMI INSTANT BRACH LETTER SYSTEM – WHAT IT COSTS

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For more information, simply complete the attached “Instant Branch Letter System” Request Form.



**INSTANT BRANCH LETTER SYSTEM INFORMATION REQUEST FORM**

Your Name \_\_\_\_\_

Your Title \_\_\_\_\_

Your Phone # (\_\_\_\_\_) \_\_\_\_\_

Your Email Address \_\_\_\_\_ @ \_\_\_\_\_

Institution Name \_\_\_\_\_

Total Assets (estimated) \_\_\_\_\_

Total Number of Households Served (estimated) \_\_\_\_\_

**PROGRAM TYPE**

- Instant Branch Letter System
- Instant Convenience Check Reorder System

**PROGRAM DETAILS**

Number of Branches \_\_\_\_\_

Number of Sales Representatives (total) at all Branches \_\_\_\_\_

Approximate Number of Direct Mail Letters To Be Sent Per Year \_\_\_\_\_

Please complete and FAX to (615) 834-6698, or mail to:  
SDMI, 447 Metroplex Drive, Nashville, TN 37211-3109.  
For more information call 1-800-843-8861.