



# Marketing Services for Q2 Customers

**Q2**

# End User Marketing, Creative Services, and Advisory Services

We focus on being a strategic partner for future growth and providing the tools and services to help you fully engage with your account holders and prospects.

Q2 is a digital banking partner that always goes the extra mile for our customers. A considerable share of our commitment to you is found in the end user opportunities and professional services we provide. Q2 offers experts and in-house services to offer your financial institution (FI) a range of assets to promote Q2 products, the comprehensive creative services found at an advertising and marketing agency, and advisory services for a range of needs—from project management to strategic assistance. Learn more about the additional value Q2 can provide your bank or credit union.





# End User Marketing:

## Resources and expertise for easy promotion.

Q2's mission—to strengthen communities by strengthening the FIs that serve them—is the foundation of everything we do, and our difference is clear. We focus on being a strategic partner for future growth and providing the tools and services to help you fully engage with your account holders and prospects. With Q2's End User Marketing, complimentary marketing campaigns, and other marketing materials, your bank or credit union can increase awareness, adoption, and digital banking channel use.

### End User Library

Through the Q2 Customer Portal, Q2 customers can access many cohesive campaigns that help to promote products and services—for free. Whether you want to prepare your account holders for an upcoming conversion, promote the benefits of digital banking, or drive new features adoption such as bill pay or person-to-person payments (P2P), Q2 has a marketing campaign that can help. Below is a sample of the campaigns available:

- Retail Banking Conversion
- Business Banking Conversion
- Contextual PFM
- Mobile App Ratings
- CardSwap

These campaigns are easy-to-access via the Customer Portal 24/7. You can use Q2's back-office administration application, Q2central™, to place several simultaneous marketing messages inside your digital banking system. This is a great way to promote new products, add seasonal accents, and inform end users about upcoming events at your FI.



### Campaigns typically include print and digital assets such as:

- Online Banking Banners
- Corporate Banners
- Landing Page Content
- Take Ones
- Social Media Posts
- ATM and Lobby Screens
- Posters
- Email Content

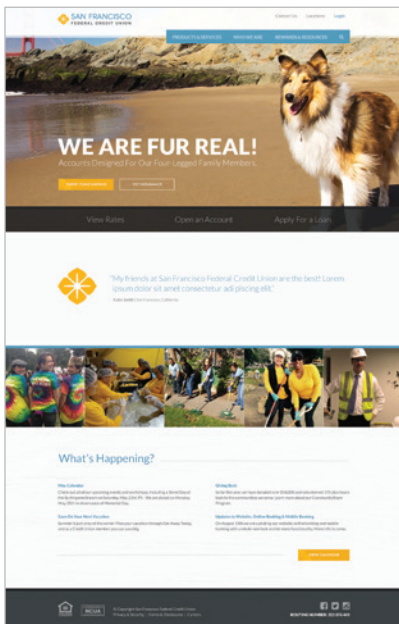


## Q2 Creative Services:

### Agency skills and experience for digital and traditional channels.

Q2 understands that several of our customers don't have access to a full-service advertising and marketing agency, or that their internal marketing team is simply too small to provide all the materials required for effective outreach. To assist you in your efforts to get the word out about your institution and all you offer, there's Q2 Creative Services.

Q2 Creative Services provides both traditional and digital marketing to increase account holders' loyalty and reach targeted prospects. In addition to offering customers template and custom website development, Creative Services' advertising and marketing pros—providing web and traditional design, writing, video production, custom web development, and even project management—are ready to take on a variety of work for Q2 customers.



### Q2 Composer™ CMS

With Q2 Composer CMS, your FI gains the latest in responsive design technology to build and deliver a cohesive online experience across all devices, providing an ideal way to showcase your brand and offers. All Composer websites are developed to provide an optimal user experience on mobile or desktop.

With the latest in responsive design technology, text, graphics, navigation, and other elements can be programmed to adjust and scale according to difference screen resolutions and orientation. Composer automatically optimizes your messaging for any screen.

Q2 Creative Services can adjust to your specific web design needs. Choose the migration that suits your FI—from simply converting your existing site to a complete redesign.



### Accessibility guidance

Q2 Creative Services also provides guidance on accessibility requirements and can even conduct accessibility audits of your website. We closely monitor Web Content Accessibility Guidelines (WCAG), and many FIs rely on our help in delivering an accessible experience across their digital properties. Q2 Creative Services is equipped and qualified to audit website accessibility and even do the heavy lifting to help make sure your site meets WCAG 2.0 conformance.

### Themes

Besides full-service web development, Q2 Creative Services offers pre-designed and custom themes for you to provide your end users using your digital banking. Minimal effort is required to put a theme to work, and the cost isn't prohibitive. From small business, mid-market, and corporate themes to themes geared towards specific demographics, Q2 offers a range of choices. There are even themes that speak to your community or mission like a particular sport, a military branch, or local affiliation.

### Branding assistance and more

Develop your brand to achieve wider recognition and to differentiate it in the marketplace. The team can help you take advantage of traditional and digital marketing to increase customers' or members' loyalty and reach targeted prospects, leaving a customized, distinct message that will spark interest.

Among the options available to your FI:

- **Creative marketing** – We offer copywriting and design expertise for your print materials, website pages, online ads, and even billboards.
- **End User marketing campaigns** – We can help your FI with end user marketing campaigns. Many Q2 customers enjoy using these campaigns for promoting their digital banking offerings.
- **Search Engine Optimization (SEO)** – Let us improve your page ranking on Google and other online engines for a competitive advantage online.
- **Social media** – Turn to us to get the word out about your FI on Twitter, Facebook, Instagram, and elsewhere—and to offer your customers a chance to tell the world about the exceptional banking experience you offer. We can also help integrate these services into your website.
- **Videos** – Our popular 'How-to' videos are an enjoyable way to learn how to set up an online account or conduct a certain type of transaction. We also offer motion graphic/animatic marketing videos to help tell your institution's story.
- **Other creative solutions** – As your partner, we're ready to help your FI make the most of its website and marketing efforts. Have an idea or question? Let us know! We're always up for a challenge.

# Q2 Advisory Services:

Bringing your FI the solutions to grow by.

Q2's Advisory Services group helps our customers better use their digital channels and solve business problems of all sizes and complexities. Through consultative engagements that clients request, Advisory Services gives additional assistance on business problems outside of the scope of ordinary involvement with a customer's business.

Q2 brings experience, expertise, and an intimate knowledge of our clients and industry to the table. With over 400 successful implementations to date, Q2's Advisory Services team is equipped with the expertise to help clients leverage their digital offerings and grow their business. The services are focused on the most pressing challenges facing our partner FIs.

## **Advisory Services can:**

- Focus on customer strategies outside the initial implementation, and beyond the implementations task list
- Provide expert resources to grow a customer's business
- Help FIs create a sustainable, competitive advantage from their digital delivery channels
- Provide more detail and strategic perspective to business problems than ordinary customer service interactions
- Focus and leverage existing knowledge of our customers and their use of digital channels to offer specifically relevant solutions
- Leverage the experience gained through hundreds of successful customer experiences to address and solve other business problems
- Be used at any time of a customer's choosing, to meet practically any goal
- Help customers overcome resource limitations

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In addition to the services discussed, Q2 Advisory Services can provide customized assistance for customers who require help with other issues.

### **Corporate Banking Services**

Q2 Corporate Banking is designed for businesses with more complex entitlement and payment needs. We provide configuration guidance on how to best meet your business banking offering goals with the capabilities within the product. We then provide training for all staff constituent groups, including commercial loan officers, call center representatives, marketing staff, and pilot customers, and we are available to help with your go-live activities.

### **Organizational Readiness Services**

Ensure your FI is ready to make the most of Q2's powerful solutions with a highly effective series of preparatory steps to assist you in going live with the Q2 Platform. We will help you confirm application navigation and usefulness with pilot users and ensure that support, back-office operations staff, and third-party vendors are production-ready for go-live. Included in this service is guidance with marketing and communications strategies, FI staffing preparation, infrastructure planning, risk mitigation and security best practices, and limited production rollout facilitation leading up to the go-live.

### **Small Business Services**

Using Q2's flexible platform, you have the capability to move upstream and acquire business accounts. Q2 offers Small Business Services to prepare your institution to acquire, support, and retain new account holders as well as enhance the experience of existing ones. Feature and entitlement allocation, limits, and recommendations to efficiently scale your growth as well as assistance in onboarding commercial accounts are all components of this offering.

### **Project Management Services**

Q2's Project Management Services provide any FI deploying the Q2 Platform with comprehensive project management expertise. Our seasoned experts complement and enhance the resources required for an efficient, effective, and timely implementation and launch.

### **Strategic Business Review Services**

This service provides a roadmap to align your digital strategy with your short- and long-term business goals. After assessing your institution's goals and current deployment of the digital branch, Q2's Strategic Review team identifies actionable steps to take and delivers a roadmap to leverage the digital branch to achieve success.



## Security Assessment and Training

If you want additional confirmation that your security approach is appropriate, and your systems are as well protected as possible, then we can supply a tailored program that considers your current deployment of Q2's security features, your historical usage, customer activity, your current operational procedures, and FFIEC guidance and recommendations. We can then follow up with training resources, either online or in-person with your team.

## Custom Advisory Services

We offer tailored consultative work to solve specific business problems your FI faces. Our veteran Advisory Services team—in consultation with your leadership team—can research, plan, train, and execute around solving business problems such as increasing the efficiency of processes for external customers or internal FI employee groups.

## Even More: Video vignettes and reference guides for your specific needs.

Q2 Advisory Services provides a series of brief videos about the various product feature sets residing within the Q2 Platform. Each custom vignette is workflow-specific and is created using the FI's digital banking environment to ensure maximum usability for both internal and external users.

We can also deliver reference guides which cover the various product feature sets residing within the Q2 Platform, including Consumer, Small Business, Corporate Lite, and Corporate Banking. Each custom Quick Reference Guide is workflow-specific and is created using screen captures and color schemes sourced directly from an FI's digital banking environment to ensure maximum usability for both internal and external users.

# The Q2 Partnership

Q2 is committed to the partnerships we build with our banks and credit unions, and this means going above and beyond in providing technology, to giving your FI a full array of assistance in making digital banking a positive experience for your customers and staff. We're here to help in any way we can.

**For more information on Q2, go to [Q2ebanking.com](https://Q2ebanking.com) or call (512) 275-0072 ext. 2.**

## Join the Q2 User Group

The Q2 User Group is an independent, user-run group that acts as the voice of the customer for the users of our software—one we listen to and rely on for product enhancement ideas and other feedback. This group has experienced tremendous growth with over 1,400 members.

As a Q2 customer, you may become a member when you are Live on the Q2 Platform and In Support. Membership is free of charge. Please consider becoming an active participant in this important voice for users of our products. Your FI's participation helps increase your staff's understanding and usage of Q2 products.

Participation in the User Group is a great way to help shape future product development.

We encourage all eligible FIs to attend the monthly Q2 User Group calls and to join our Q2 User Group forum on CBANC. Visit the Q2 User Group page in the Customer Portal to learn more.

