



**FOR IMMEDIATE RELEASE**

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### **IMN's Bank Adviser Small Business Edition Provides New Program to Community Financial Institutions for Attracting Small Businesses**

WALTHAM, Mass. – Feb. 22, 2011 – [IMN](#), a content-driven e-communications company, announced the availability of [Bank Adviser Small Business Edition](#), a new program to help community banks attract and retain small business customers. Bank Adviser Small Business Edition complements the current Bank Adviser program targeted at consumers and gives community institutions a monthly marketing communications channel for acquiring, retaining and upgrading small business customers. Both Bank Adviser services are accessible via email and mobile devices and can be executed with little to no resources required from bank personnel.

Providing relevant educational content in a monthly e-newsletter format, Bank Adviser Small Business Edition helps the small business owner operate more efficiently and grow their business. Topics include new products, services and technologies available to the small business as well as management methods for improving finance, tax, sales, service and marketing operations. In offering Bank Adviser content to the small business owner, community banks become a trusted advisor and position themselves to capture new services from the business when business cycles drive new financial needs.

Earlier this year, IMN announced its e-Briefings program as an easily deployed component of its REAL (Reach, Engage, Acquire, Local) series of small business marketing solutions. REAL e-Briefings are designed to help community banks better identify and convert existing consumer relationships to “mixed” households, those with personal and small business accounts. A community bank’s entire customer base is invited to receive REAL e-Briefings containing concise, high value tips and information for small business, and those who accept are automatically identified as small business prospects. Bank Adviser Small Business Edition can then be used to extend relationships as well as to keep the community bank in front of its small business customers and prospects.

“Banks must present a continuous stream of relevant content to small business customers so they remain top-of-mind when business cycles generate a need for new financial services,” said

Craig Capp, vice president of Banking Services for IMN. “Capturing the opportunity within the small business market is very similar to the retail customer segment. By providing financial information that educates business owners on their options, banks stand to profit when the business looks to finance a new vehicle, add inventory or open a new location.”

IMN’s REAL e-Briefings and Bank Adviser Small Business Editions help community banks to better compete for small business market share against large banks. A valuable market segment for financial institutions, each small business customer represents approximately \$5,173 in net potential revenue per year, according to Barlow Research.

### **About IMN**

IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communications services. IMN enables companies to communicate with their customers through multimedia email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of markets such as financial services, automotive, franchise, direct selling and technology. IMN services are sold worldwide directly and through reseller organizations. Founded in 1999, and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally. The company’s approach to e-communications has been embraced by community banks and credit unions such as NewportFed and Northwest Community Credit Union. Additional information can be found at [www.bankadviser.com](http://www.bankadviser.com) or [www.memberadviser.com](http://www.memberadviser.com) or by calling 1-866-964-6397.

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