



# eBill Service Consumer Marketing Guide

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# Overview

The eBill Service Marketing Guide is designed to help your organization quickly implement a comprehensive consumer-adoption marketing program utilizing the eBill Consumer Marketing Toolkit. This toolkit provides materials to help your customers improve their billing and payment experience by:

- Adopting digital payments
- Signing up for payment alerts
- Enrolling in paperless billing

Easily navigate through this overview guide by clicking **Table of Contents** in the lower right corner of each page. This will redirect you to the table of contents, where you can click through the Marketing Toolkit resources.

Source: Consumer Payment Experience - a Blueprint for Creating Positive Experiences - ACI, 2018

\* Rating=Extremely, Very, Moderately

## Did you know?

**46** % of consumers pay bills late.

**83** % of consumers find reminders about due dates helpful.\*

**75** % of consumers feel they would likely\* pay on time more often if they received payment reminder alerts.

# Marketing Toolkit resources

The Marketing Toolkit includes a full range of turnkey resources to reach your customers at various touchpoints in the payment and billing process. With two design styles to choose from, you can quickly get started by inserting your logo and website into marketing assets, or download and edit the native design files to customize photo selections and messaging.

## Text-only resources

- 4 emails (photo and graphic elements also available to use with your email platform)
- Subject lines
- 4 newsletter articles
- Outer envelope messages

## Designed resources

- 4 website banners (2 options per design style)
- 6 bill inserts (3 options per design style)
- Photos and graphic elements for email
- 5 how-to guides
  1. How to add or remove a funding source
  2. How to enroll in pay-by-text
  3. How to enroll in payment due alerts
  4. How to make a payment
  5. How to enroll in paperless billing and view your statement

Resources can be downloaded at [usbank.com/ebillservice](https://usbank.com/ebillservice).

For tips on how to access and edit these resources, go to the [\*\*Using your toolkit\*\*](#) section.

# Text-only resources

Copy is provided for your organization to use on envelopes and in emails and newsletters. All copy is straightforward, engaging and uses “you” to speak directly to customers. The content is easy to skim and focuses on the convenience, ease and security of paperless billing, alerts and digital payments. Customers are directed to your website to take their next steps.

Select a category below to copy and paste text to use in your communications.



# Emails

Plug this copy into your organization’s email templates using the provided photos and graphic design elements. These emails are easy to read, concise, and grab your customers’ attention with strong, benefit-oriented headlines.

Email option #1

**Headline:** Pay your bill online today!  
**Subhead:** Fast, easy and secure.

Dear Customer,

Want a more convenient way to pay your bill? Now you can pay online in minutes. The process is easy and secure. Plus, you can choose when your payment will occur – anytime up to or on the due date. Simply schedule your payment and get back to your day.

Get started at <<websiteurl.com>>.

Email option #2

**Headline:** Gain peace of mind, never miss a bill.  
**Subhead:** Sign up for digital payments today!

Dear Customer,

Paying your bill is easy with digital payments and paperless billing. You can reduce paper waste and pay conveniently from your mobile device or computer. Plus, these helpful options take the stress out of managing your bills:

- Online bill pay
- Pay-by-text
- Recurring payments – set up your payments online, then never miss a bill!
- Payment due alerts – get a text or email when your bill is available and your payment is due
- Payment scheduling – choose when your bill is paid, up to or on the due date

Visit <<websiteurl.com>> to pay your bill and enroll today!

# Emails continued

## Email option #3

**Headline:** Pay your bill, your way.

**Subhead:** Take charge of your payments today!

Dear Customer,

When it comes to paying your bill, convenience is key. When you mail in a payment, you never know if or when your payment arrives. But digital payments and alerts put you in charge of how you pay. You can effortlessly reduce paper waste, save on stamps, and make secure payments from your mobile device or computer.

Take advantage of these fast and secure options:

- Online bill pay
- Pay-by-text
- Recurring payments
- Email/text alerts when your bill is coming due – to help you make payments on time
- Payment scheduling – choose when your bill is paid, up to or on the due date

Enroll today at <<websiteurl.com>>.

## Email option #4

**Headline:** Go paperless with your bill.

Dear Customer,

Tired of paper bills? Worried you'll forget to pay on time? Now you can get notified when your bill is available and your payment is due – just enroll in paperless billing and text or email alerts to get started.

Timely alerts are an easy and convenient way to simplify your life. Gain peace of mind knowing these alerts help ensure you pay your bill on time, every time. Plus, you will effortlessly reduce paper waste and eliminate clutter around your home.

Enroll for paperless billing at <<websiteurl.com>>.

# Subject lines

Mix and match these subject lines with your preferred email copy.

## Subject line options to pair with emails

Go paperless with your bill.

Schedule your payment for a specific date.

Sign up for digital payments today!

Easy and secure digital payments for your bill

Pay your bill online in minutes.

Digital payments are fast, easy and secure!

Pay your bill with a click. Now offering digital payments!

Why switch to digital payments?

Pay your bill on your schedule.

Pay where and how you want.

More convenient ways to pay your bill

Now offering more convenient ways to pay

Say goodbye to paper bills.

Hello convenience. Goodbye paper bills.

Paying your bill online is fast and secure.

Go green with paperless bills.

Reduce waste. Now offering paperless bills!

Fast and secure digital payments now available

Now available – convenient digital payment options!

Simplify your day with digital payments!

Simplify your day – pay your bill online or by text!

Managing your bills just got easier.

Pay with a text or click – you decide.

Pay from your computer or phone.

Pay from anywhere with digital payments.

No paper. No hassle.

Ditch the stamps and envelopes today!



# Newsletter articles

Newsletters are a great way to grab your customers' attention while also providing in-depth detail about the benefits of your product. They tend to be longer and more informal than email, exploring how customers can expect your product to improve their life.

## Newsletter option #1

**Headline:** How paperless bills can simplify your life

Tired of the hassle of paper bills? Ready to reduce the pile of mail on your kitchen counter? With paperless bills, you can sign up to receive a text or email alert when your bill is ready to view and your payment is due. Effortlessly reduce paper waste and eliminate clutter around your home – all while leveraging timely reminders to ensure your payment is not late!

Sign up for paperless billing by logging in at <<websiteurl.com>>.

## Newsletter option #2

**Headline:** Three ways recurring payments can ensure you never have a late payment

When it comes to paying your bill, convenience is key. Here are three ways you can make life easier by signing up for recurring payments.

1. You'll save time. Your bill will automatically be paid each month before the due date, so you don't need to spend time writing a check or logging in to your account to pay online. Set it and forget it!
2. Peace of mind. You can rest assured your bill will be paid securely – just set up your recurring payments and then move on!
3. Less hassle and waste. Recurring payments are paper free. Enjoy helping our planet while also ditching the hassle of stamps and envelopes.

Sign up today by logging in at <<websiteurl.com>>.

# Newsletter articles continued

## Newsletter option #3

**Headline:** Why texting is the easiest way to pay

**Subhead:** Now offering pay-by-text for your bill.

When you think of paying your bill, you probably imagine writing a check, stuffing an envelope or hopping online to make a payment. But there's a more convenient option: pay-by-text.

You'll receive a text message letting you know when your bill is due. Simply respond with a text to securely make your payment. Whether you're on the bus, relaxing on the couch or out on a walk, you can quickly pay your bill – then move on with your day.

We also offer reminder alerts via text and email, so you always know when a bill payment is due.

Sign up for text alerts and pay-by-text today by logging in at <<websiteurl.com>>.

## Newsletter option #4

**Headline:** Free up your day with our digital payment options

**Subhead:** Secure and easy ways to pay.

If writing checks isn't your style, consider paying your bill with our convenient digital payment options. We offer online bill pay, recurring payments and pay-by-text – so you can quickly pay your bill on your mobile device or computer, then move on with your day.

You choose where and how you pay, whether by text or with automatic recurring payments. All our digital options are secure and easy to use. And you'll love these benefits!

- Added convenience – pay from anywhere!
- Easy and secure payments – never bother with stamps and envelopes again
- Peace of mind, thanks to recurring payments and payment due alerts
- More control – schedule the date your payment will occur, up to or on the due date

Sign up for digital payments today by logging in at <<websiteurl.com>>.

# Outer envelope messages

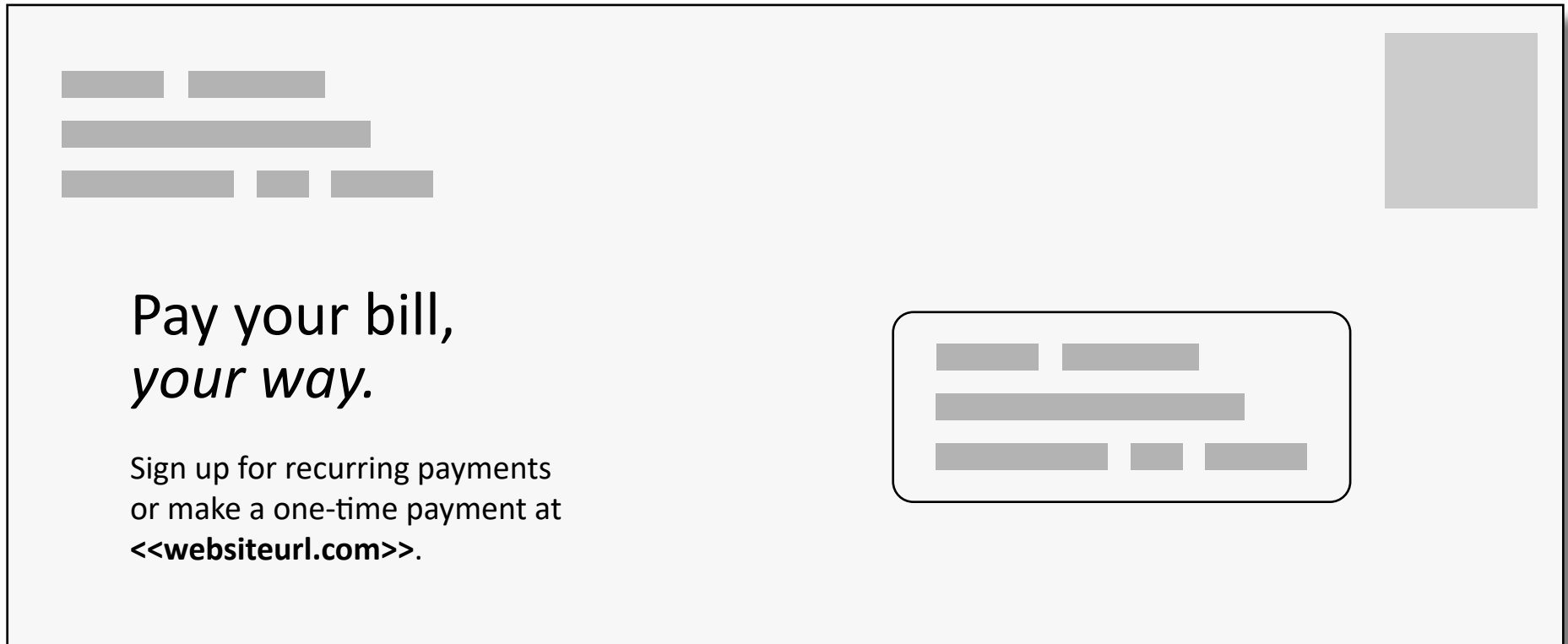
Short and to the point, outer envelope messages are placed on the front or back of your bill. For a few examples of how you can design these messages onto an envelope, go to the [Outer envelope examples](#) section.

Outer envelope messages	
Enroll in recurring payments and email/text alerts by logging in at <<websiteurl.com>>.	Simplify the way you pay. Set up recurring payments and never miss a bill. <i>Visit &lt;&lt;websiteurl.com&gt;&gt; to get started.</i>
Simplify the way you pay. <i>Sign up for paperless billing, online bill pay, recurring payments or pay-by-text by logging in at &lt;&lt;websiteurl.com&gt;&gt;.</i>	Go green. <i>Sign up to receive timely notifications via email/text alert when your bill is due. Visit &lt;&lt;websiteurl.com&gt;&gt;.</i>
Paying online is secure, easy and fast. <i>Visit &lt;&lt;websiteurl.com&gt;&gt; today!</i>	Pay your bill, your way. <i>Sign up for recurring payments or make a one-time payment at &lt;&lt;websiteurl.com&gt;&gt;.</i>
Go paperless! Receive your bill online and enroll in email/text alerts. <i>Log in at &lt;&lt;websiteurl.com&gt;&gt; to sign up.</i>	Pay your bill in minutes. It's easy and secure! <i>Visit &lt;&lt;websiteurl.com&gt;&gt; today!</i>

# Outer envelope messages continued

Outer envelope messages	
<p>Pay your bill securely online. Visit &lt;&lt;websiteurl.com&gt;&gt;.</p>	<p>Pay when, where and how you want. <i>Go online today to enroll in recurring payments, text/email alerts, and paperless billing at &lt;&lt;websiteurl.com&gt;&gt;.</i></p>
<p>Fast. Easy. Secure. Make online payments at &lt;&lt;websiteurl.com&gt;&gt;.</p>	<p>Never miss a bill again!</p> <ul style="list-style-type: none"> <li>• Sign up for recurring payments.</li> <li>• Sign up for email/text alerts to be notified when your bill is coming due.</li> <li>• Pay securely online or by text.</li> </ul> <p>Get started at &lt;&lt;websiteurl.com&gt;&gt;.</p>
<p>Say goodbye to paper! <i>Sign up for paperless billing, payment due alerts, recurring payments, and more at &lt;&lt;websiteurl.com&gt;&gt;.</i></p>	
<p>Pay your bill securely with a text. Sign up at &lt;&lt;websiteurl.com&gt;&gt; today!</p>	<p>Switch to online payments or pay-by-text today!</p> <ul style="list-style-type: none"> <li>• Secure</li> <li>• Easy</li> <li>• Convenient</li> </ul> <p>Get started at &lt;&lt;websiteurl.com&gt;&gt;.</p>
<p>Securely pay online or with a text. Visit &lt;&lt;websiteurl.com&gt;&gt; to get started.</p>	
<p>No paper. No worries. Set up recurring payments online and never miss a bill. Visit &lt;&lt;websiteurl.com&gt;&gt;.</p>	

## Outer envelope examples



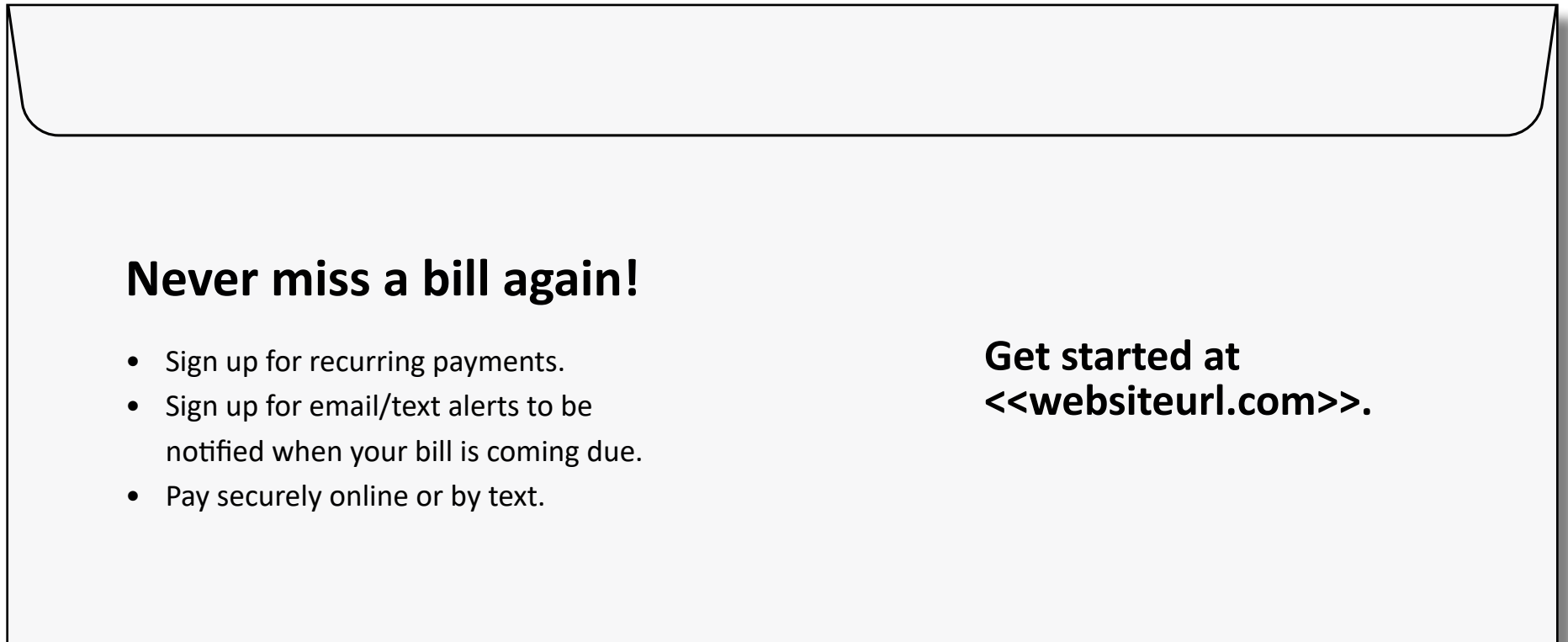
## Outer envelope examples continued

**Go paperless!**

Receive your bill online and  
enroll in email/text alerts.

**Log in at <<websiteurl.com>> to sign up.**

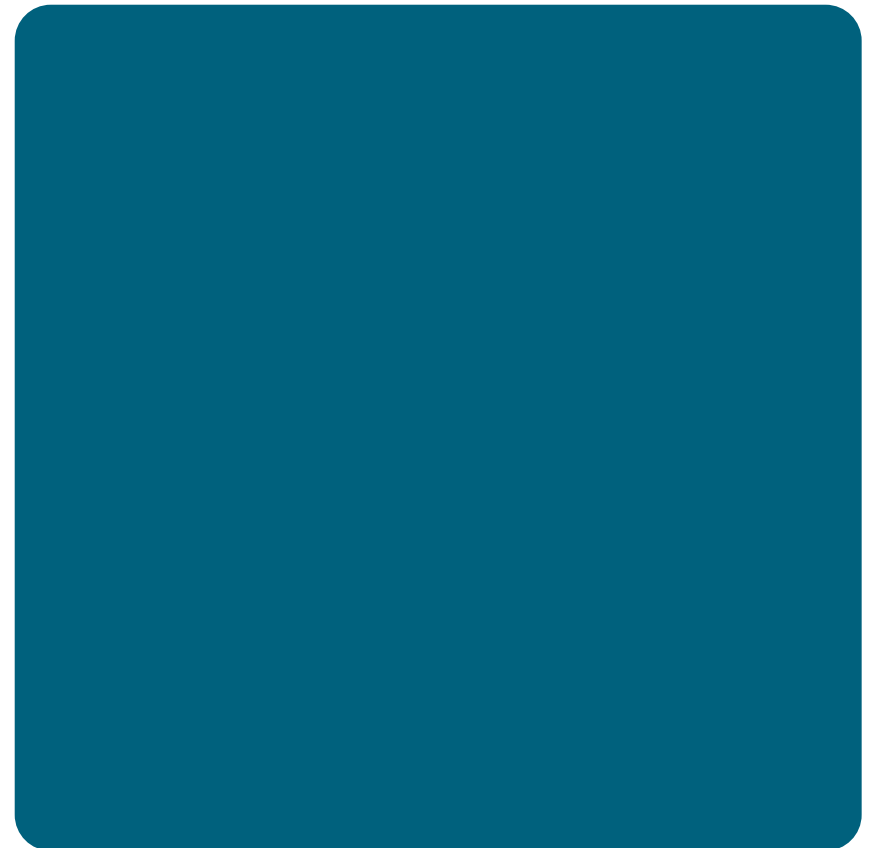
## Outer envelope examples continued



# Designed resources

Your organization can choose from two design styles to determine the best fit for your brand. Both styles use universal, free fonts for compatibility and easy customization.

Select a design style below for a quick overview.







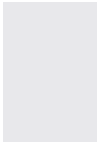
# Golden Hour assets

The Golden Hour design style is upscale and professional. It features a warm color palette with trendy hexagon graphic elements, which look timeless and luxurious.

Hexagons are an increasingly trendy element often found in designs and videos today.

# Style guide

## Color palette

	Golden R154 G111 B9 C35 M52 Y100 K16 HEX #9A6F09
	Forest R71 G87 B84 C71 M52 Y58 K32 HEX #475754
	Neutral R232 G232 B235 C7 M6 Y4 K0 HEX #E8E8Eb

## Graphic elements



## Photography style



## Typography

Calibri Regular

**Calibri Bold**

*Calibri Italic*

Calibri Light

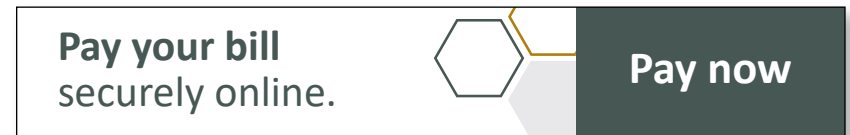
# Web banners

Web banners can be displayed on your organization's website to drive customers to pay online, sign up for paperless billing and more. Customers can click directly on the button text to be redirected to your eBill webpage.

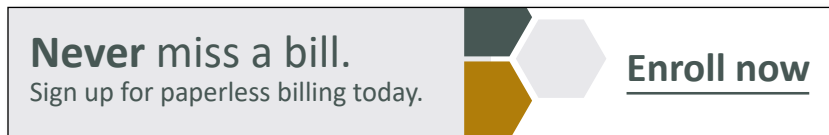
Design A – Copy 1



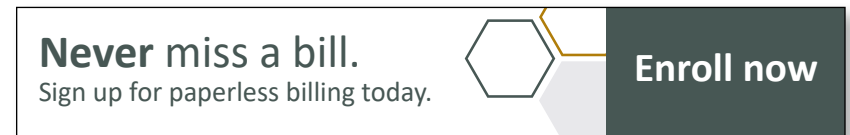
Design B – Copy 1



Design A – Copy 2



Design B – Copy 2



# Bill inserts

Promote the convenience of digital payments, alerts and paperless billing by adding this insert to your customers' paper bills. These inserts highlight the many options available and encourage customers to visit your eBill webpage.

Design A – single-sided

Size: 8.625 x 3.625 in.

## Pay your bill securely online.

**Forget the hassle of stamps and envelopes.**

Now you can conveniently pay your bill online. Schedule your payment to occur anytime, up to or on the due date.

Get started at <<[websiteurl.com](http://websiteurl.com)>>.

Powered by U.S. Bank

You will need internet access on your mobile device and may be charged access fees by your carrier, dependent upon your mobile plan. Check with your carrier for details on specific fees and charges.

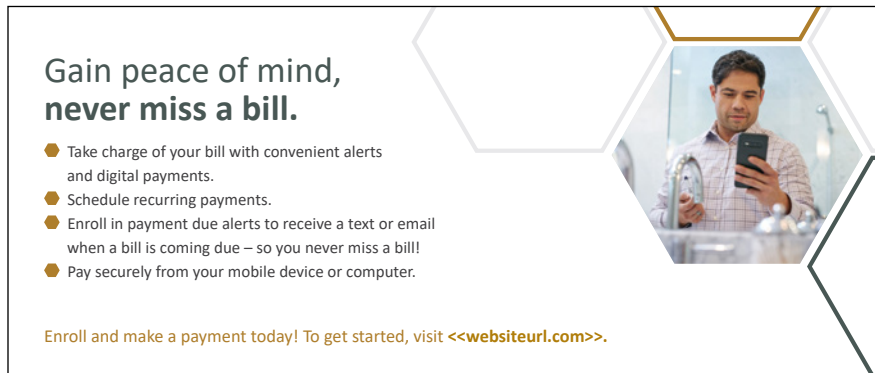
**Click to  
upload logo**

**Max size:  
1.65" (w) x 1" (h)**

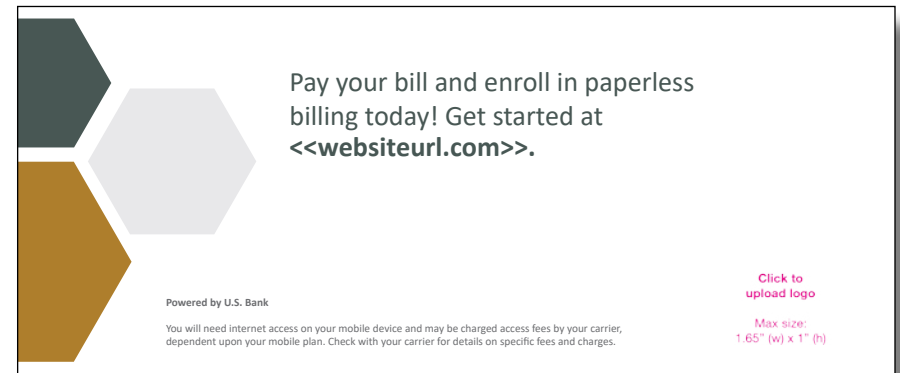
# Bill inserts continued

Design B – double-sided

Size: 8.625 x 3.625 in.



Front

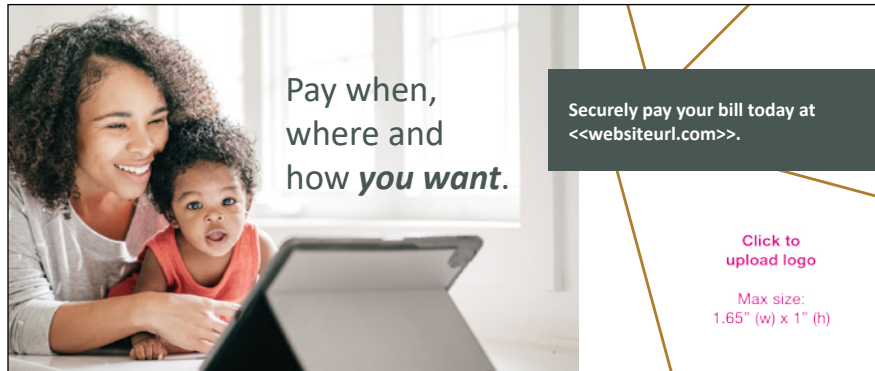


Back

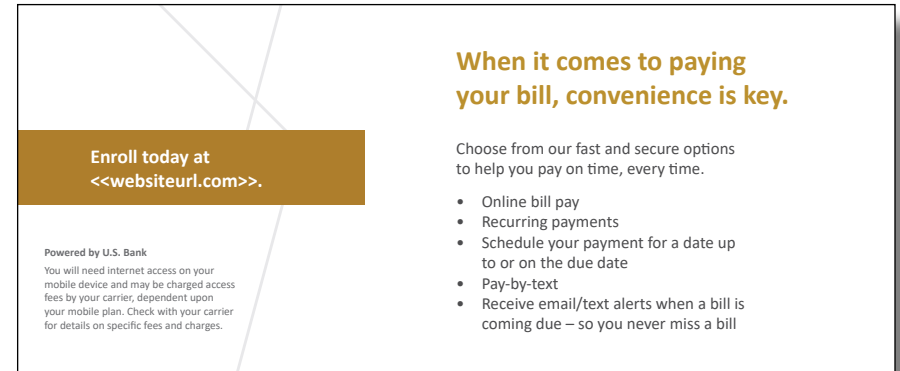
# Bill inserts continued

Design C – double-sided

Size: 8.625 x 3.625 in.



Front



Back

# How-to guides

Give your customers step-by-step instructions to get started. There are five one-page PDFs available, which you can include on your website or customer communications. Topics include:

- How to add or remove a funding source
- How to enroll in pay-by-text
- How to enroll in payment due alerts
- How to make a payment
- How to enroll in paperless billing and view your statement

### How to add or remove a funding source

1. Visit our online portal and log in at <<websiteurl.com>>.
2. Scroll to the top navigation and click the **Payments** tab. Next, select **Manage Funding Sources**. (See figure A.)
3. Click **Add Bank Account** to link to a new account. Or choose **Add Card** to pay with a credit card. (See figure B.)
4. To update your bank account or card information, click on the funding source.
5. Select **Edit** to update your information or **Delete** to remove the funding source. (See figure C.)

**What to expect if you already have a payment scheduled**

- If you updated your funding source, scheduled payments will be transferred to your new funding source.
- If you deleted a funding source, you will receive a warning notification to explain that your payment will be canceled.

Click to upload logo

Max size: 1.8" (w) x 1.18" (h)

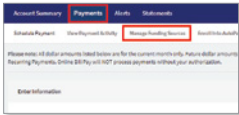


Figure A




Figure B




Figure C

### How to enroll in paperless billing and view your statement

1. Visit our online portal to enroll or log in at <<websiteurl.com>>.
2. Review the Terms and Conditions and click **I Agree**.
3. Enter your account number and ZIP code. Then click **Continue**. (See figure A.)
4. Next, set up your login credentials and click **Continue**.
5. Under **Paperless Bill Options**, check **Send me an Electronic Bill**. Insert your email address and click **Submit**. (See Figure B.)
6. Add your bank account or credit card information and click **Continue**.
7. You will be asked to verify your account information. Click **Edit** to make updates or **Continue** to confirm. You will see a confirmation screen if your enrollment is successful.
8. To view your statements, click the **Statements** tab and then **Statement History**. (See figure C.)
9. To see the details of a statement, click **View Statement**. (See figure C.)

Click to upload logo

Max size: 1.8" (w) x 1.18" (h)




Figure A




Figure B




Figure C

# How-to guides continued

## How to enroll in pay-by-text

1. Visit our online portal to enroll or log in at <<websiteurl.com>>.
2. Scroll to the top navigation and click the **Alerts** tab. Then click **Link Phone** and add your cell phone information. (See figure A.)
3. Next, click **Send Verification Code** to receive a text with the code. Use this code to confirm your phone number.
4. Once the phone is linked, click **Enroll for Bill Due Alerts** or the **Enroll For Mobile Payments** tab. (See figure B.)
5. Choose when you'd like to receive your alert, the amount you'd like to pay, and your funding source. Then click **Submit**. (See figure C.)

Please note: To enroll in pay-by-text, you must be enrolled in text alerts.

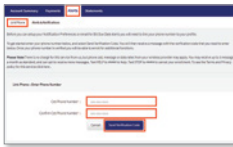


Figure A

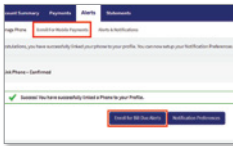


Figure B

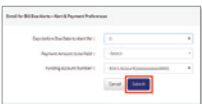


Figure C

Click to  
upload logo

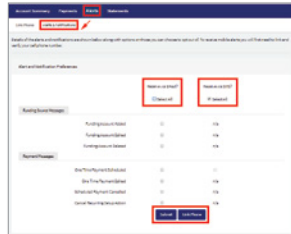
Max size:  
1.8" (w) x 1.18" (h)



## How to enroll in payment due alerts

1. Visit our online portal and enroll or log in at <<websiteurl.com>>.
2. Scroll to the top navigation and click the **Alerts** tab. Then, click **Alerts & Notifications**.
3. To receive email alerts, check **Select All** under **Receive via Email?**
4. To receive SMS (text) alerts, check **Select All** under **Receive via SMS?**
5. Next, click **Link Phone** at the bottom of the page. Here you can add your phone information to the payment system if you haven't already done so.
6. Adjust your alert preferences by unchecking the boxes as desired.
7. Click **Submit**.

Please note: Your biller may or may not have text alerts enabled.



Click to  
upload logo

Max size:  
1.8" (w) x 1.18" (h)



## How to make a payment

1. Visit our online portal to enroll or log in at <<websiteurl.com>>.
  2. Scroll to the top navigation and click the **Payments** tab.
  3. Fill out your payment information as needed.
  4. Click **Continue**. (See figure A.)
  5. Review your payment information and click **Confirm**. (See figure B.)
  6. You successfully made a payment! You will receive a confirmation with your payment details.
- Choose your next steps from the confirmation page. Simply click **Print**, **Make Another Payment** or **Check Payment Status**. (See figure C.)

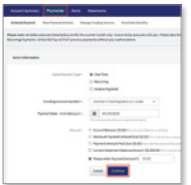


Figure A

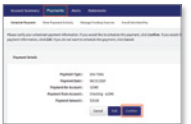


Figure B



Figure C

Click to  
upload logo

Max size:  
1.8" (w) x 1.18" (h)






# Email examples

Email copy is provided in the [Text-only resources](#) section. Here you can find design elements and photography examples to help you build a polished email.

**Pay your bill online today!**

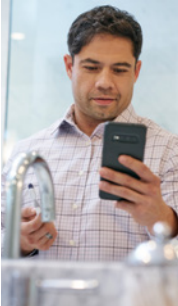
Fast, easy and secure.



Dear Customer,

Want a more convenient way to pay your bill? Now you can pay online in minutes. The process is easy and secure. Plus, you can choose when your payment will occur – anytime up to or on the due date. Simply schedule your payment and get back to your day.

Get started at <<websiteurl.com>>.



**Gain peace of mind, never miss a bill.**

Sign up for digital payments today!

Dear Customer,


Paying your bill is easy with digital payments and paperless billing. You can reduce paper waste and pay conveniently from your mobile device or computer. Plus, these helpful options take the stress out of managing your bills:

- ✓ Online bill pay
- ✓ Pay-by-text
- ✓ Recurring payments – set up your payments online, then never miss a bill!
- ✓ Payment due alerts – get a text or email when your bill is available and your payment is due
- ✓ Payment scheduling – choose when your bill is paid, up to or on the due date

Visit <<websiteurl.com>> to pay your bill and enroll today!

**Pay your bill, your way.**

Take charge of your payments today!



Dear Customer,

When it comes to paying your bill, convenience is key. When you mail in a payment, you never know if or when your payment arrives. But digital payments and alerts put you in charge of how you pay. You can effortlessly reduce paper waste, save on stamps, and make secure payments from your mobile device or computer.

Take advantage of these fast and secure options:

- ✓ Online bill pay
- ✓ Pay-by-text
- ✓ Recurring payments
- ✓ Email/text alerts when your bill is coming due – to help you make payments on time
- ✓ Payment scheduling – choose when your bill is paid, up to or on the due date

Enroll today at <<websiteurl.com>>.

# Carefree assets

The Carefree design style is fun and easygoing. It features a cool color palette with a bold statement color.

The graphic elements consist of starbursts, which feel organic and evergreen.

# Style guide

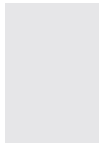
## Color palette



Maroon  
R148 G41 B36  
C27 M94 Y93 K26  
HEX #942924



Steel  
R0 G97 B125  
C93 M54 Y35 K13  
HEX #00617D

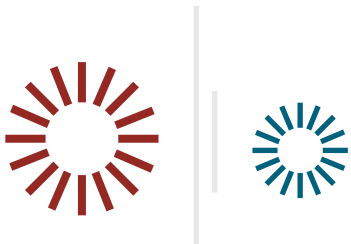


Neutral  
R229 G229 B232  
C9 M7 Y5 K0  
HEX #E8E8EB

## Photography style



## Graphic elements



## Typography

Arial Regular

*Arial Italic*

**Arial Bold**

# Web banners

Web banners can be displayed on your organization's website to drive customers to pay online, sign up for paperless billing and more. Customers can click directly on the button text to be redirected to your eBill webpage.

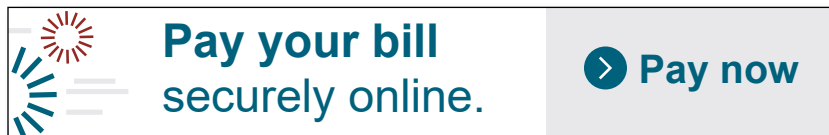
Design A – Copy 1



Design B – Copy 1



Design A – Copy 2



Design B – Copy 2

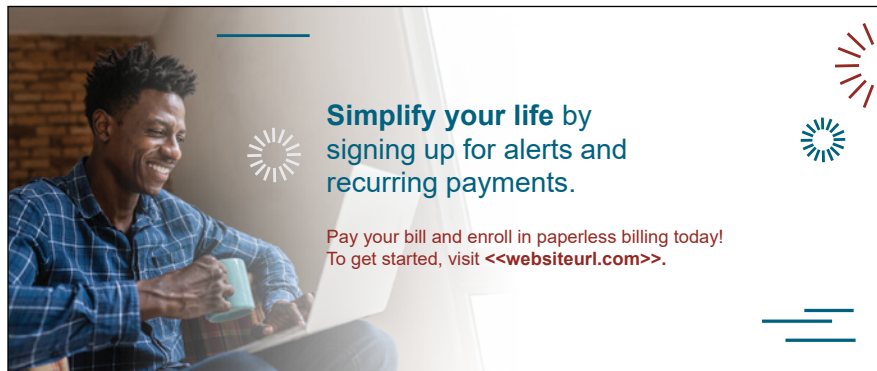


# Bill inserts

Promote the convenience of digital payments, alerts and paperless billing by adding this insert to your customers' paper bills. These inserts highlight the many options available and encourage customers to visit your eBill webpage.

Design A – double-sided

Size: 8.625 x 3.625 in.



Front

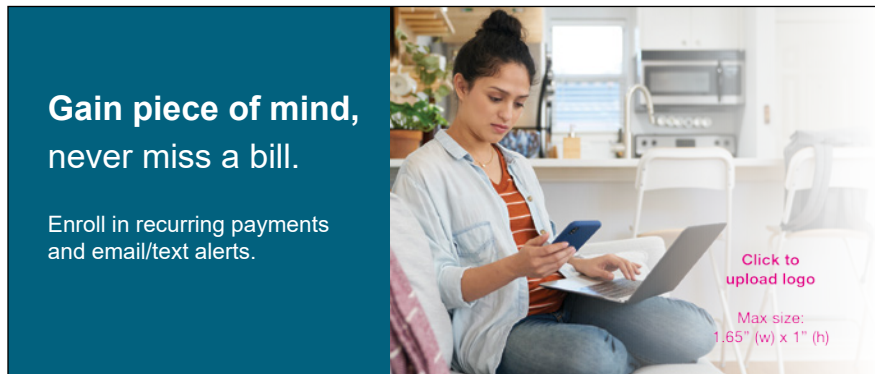


Back

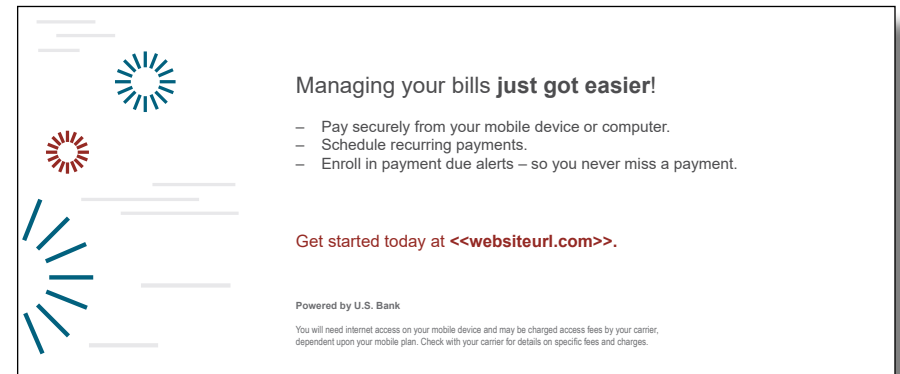
# Bill inserts continued

Design B – double-sided

Size: 8.625 x 3.625 in.



Front

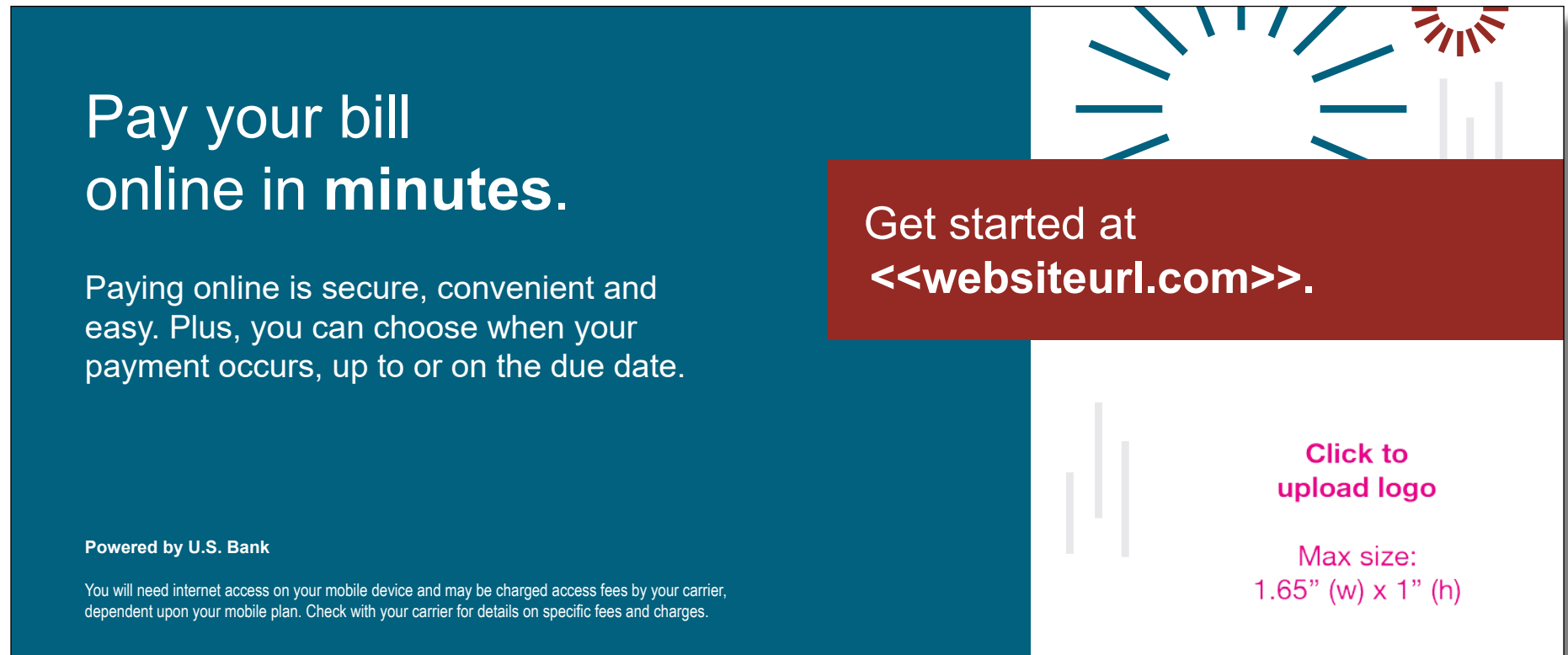


Back

# Bill inserts continued

Design C – single-sided

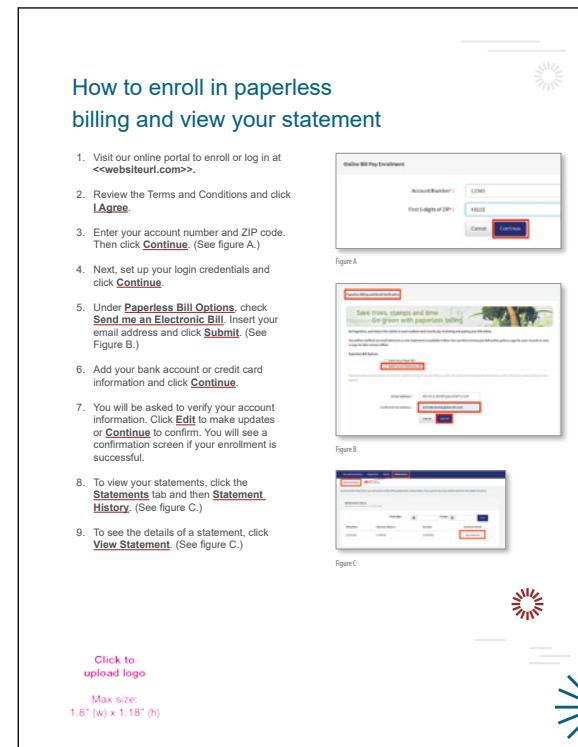
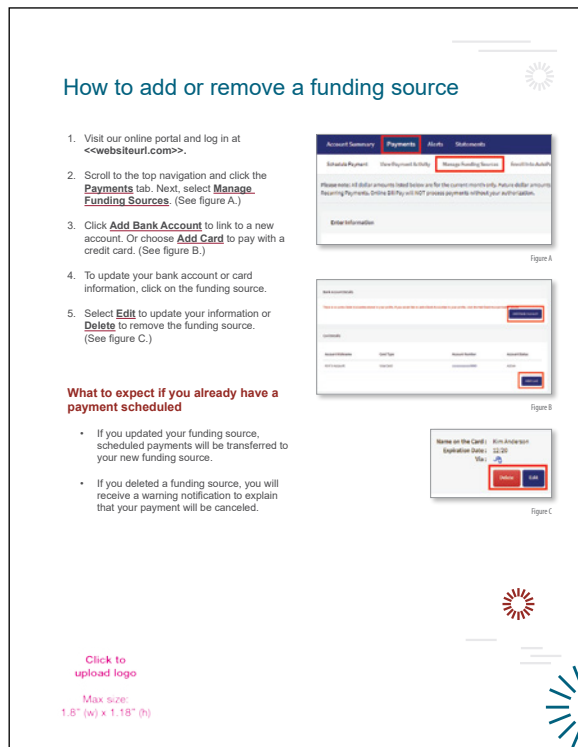
Size: 8.625 x 3.625 in.



# How-to guides

Give your customers step-by-step instructions to get started. There are five one-page PDFs available, which you can include on your website or customer communications. Topics include:

- How to add or remove a funding source
- How to enroll in pay-by-text
- How to enroll in payment due alerts
- How to make a payment
- How to enroll in paperless billing and view your statement





# How-to guides continued

## How to enroll in pay-by-text

1. Visit our online portal to enroll or log in at <<websiteurl.com>>.
2. Scroll to the top navigation and click the **Alerts** tab. Then click **Link Phone** and add your cell phone information. (See figure A.)
3. Next, click **Send Verification Code** to receive a text with the code. Use this code to confirm your phone number.
4. Once the phone is linked, click **Enroll for Bill Due Alerts** or the **Enroll For Mobile Payments** tab. (See figure B.)
5. Choose when you'd like to receive your alert, the amount you'd like to pay, and your funding source. Then click **Submit**. (See figure C.)

Please note: To enroll in pay-by-text, you must be enrolled in text alerts.



Figure A

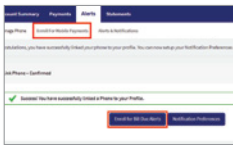


Figure B

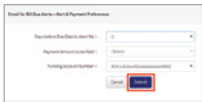


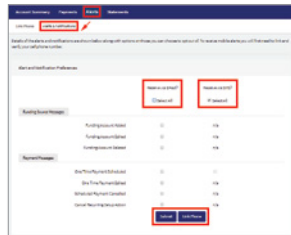
Figure C

Click to  
upload logo  
Max size:  
1.8" (w) x 1.18" (h)

## How to enroll in payment due alerts

1. Visit our online portal and enroll or log in at <<websiteurl.com>>.
2. Scroll to the top navigation and click the **Alerts** tab. Then, click **Alerts & Notifications**.
3. To receive email alerts, check **Select All** under **Receive via Email?**
4. To receive SMS (text) alerts, check **Select All** under **Receive via SMS?**
5. Next, click **Link Phone** at the bottom of the page. Here you can add your phone information to the payment system if you haven't already done so.
6. Adjust your alert preferences by unchecking the boxes as desired.
7. Click **Submit**.

Please note: Your biller may or may not have text alerts enabled.



Click to  
upload logo  
Max size:  
1.8" (w) x 1.18" (h)

## How to make a payment

1. Visit our online portal to enroll or log in at <<websiteurl.com>>.
2. Scroll to the top navigation and click the **Payments** tab.
3. Fill out your payment information as needed.
4. Click **Continue**. (See figure A.)
5. Review your payment information and click **Confirm**. (See figure B.)
6. You successfully made a payment! You will receive a confirmation with your payment details.

Choose your next steps from the confirmation page. Simply click **Print**, **Make Another Payment** or **Check Payment Status**. (See figure C.)



Figure A

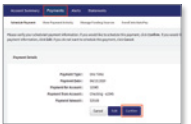


Figure B



Figure C


Click to  
upload logo  
Max size:  
1.8" (w) x 1.18" (h)

# Email examples

Email copy is provided in the [Text-only resources](#) section. Here you can find design elements and photography examples to help you build a polished email.

**Pay your bill online today!**


Fast, easy and secure.



Dear Customer,

Want a more convenient way to pay your bill? Now you can pay online in minutes. The process is easy and secure. Plus, you can choose when your payment will occur – anytime up to or on the due date. Simply schedule your payment and get back to your day.

Get started at <<websiteurl.com>>.



**Gain peace of mind, never miss a bill.**

Sign up for digital payments today!

Dear Customer,


Paying your bill is easy with digital payments and paperless billing. You can reduce paper waste and pay conveniently from your mobile device or computer. Plus, these helpful options take the stress out of managing your bills:

- ✓ Online bill pay
- ✓ Pay-by-text
- ✓ Recurring payments – set up your payments online, then never miss a bill!
- ✓ Payment due alerts – get a text or email when your bill is available and your payment is due
- ✓ Payment scheduling – choose when your bill is paid, up to or on the due date

Visit <<websiteurl.com>> to pay your bill and enroll today!

**Pay your bill, your way.**

Take charge of your payments today!



Dear Customer,

When it comes to paying your bill, convenience is key. When you mail in a payment, you never know if or when your payment arrives. But digital payments and alerts put you in charge of how you pay. You can effortlessly reduce paper waste, save on stamps, and make secure payments from your mobile device or computer.

Take advantage of these fast and secure options:

- ✓ Online bill pay
- ✓ Pay-by-text
- ✓ Recurring payments
- ✓ Email/text alerts when your bill is coming due – to help you make payments on time
- ✓ Payment scheduling – choose when your bill is paid, up to or on the due date

Enroll today at <<websiteurl.com>>.

# Using your toolkit

## How to access toolkit materials

1. Go to the eBill Service resource center at [usbank.com/ebillservice](https://usbank.com/ebillservice).
2. Scroll to the section labeled [Choose your campaign materials](#).
3. Click to download zip files for the Carefree or Golden Hour toolkit.
4. Toolkit materials are organized by type (i.e., email, bill insert, web banner). Click the type of material you want to access.
5. Next, choose the InDesign or PDF folder to view materials in your preferred format.
6. Modify the materials and import your logo to execute a campaign. See [How to edit marketing assets](#) section.

# Using your toolkit continued

## How to edit marketing assets

### Working with PDF files

Note: Only bill inserts and how-to guides are customizable.

1. Open a bill insert file.
2. Locate the fillable field <<websiteurl.com>> and replace it with your URL. Always remember to end the sentence with a period.
3. Locate the **Click to upload logo** button and navigate to your logo file. Upload your new logo.
4. Save all changes.
5. If you choose, your designers can do additional customization to text or photo elements using the InDesign files provided.

### Working with InDesign files

1. Open an InDesign file.
2. Locate <<websiteurl.com>> and replace it with your URL. Always remember to end the sentence with a period.
3. Locate the **Click to upload logo** box and **Place (Ctrl+D)** your new logo in the box.
4. Save all changes and export the PDF for print.

### How to make a PDF non-editable

1. Go to File and select **Properties**.
2. Go to **Security** tab.
3. Select **Password Security** under Security Method dropdown.
4. A dialog box will pop open. Under the Permissions section, select the check box **Restrict editing and printing of the document**.
5. Select **None** on the Changes allowed dropdown value.
6. Create a unique **password** under Change Permissions Password text box.
7. Click on **OK** and enter the new **password** to confirm.
8. Click on **OK** to close the dialog box. Save the file.