

Bankers Healthcare Group – *Transformations*

Situation Bankers Healthcare Group (BHG) provides innovative, hassle-free financial solutions to licensed healthcare practitioners and other highly skilled professionals throughout North America. Since 2001, BHG has provided more than \$5 billion in financial solutions to tens of thousands of satisfied customers nationwide. From a loan standpoint, consumer loans account for about 20% of their business, with 80% being business loans. Monthly, BHG mails approximately 2.1 million pieces to highly targeted lists. Annually, BHG mails and tests between 9 to 12 varying packages to cold prospects, preferred prospects, or renewal clients.

Channel Communications developed a direct mail package for BHG designed to resonate with and generate response for their cold prospect target. To measure efficacy, BHG tests the response of package designs and offers.

Solution Channel created the “Transformations” direct mail package. The package utilized split imagery (i.e. a bicycle with training wheels morphing into a racing motorcycle or a child’s teddy bear turning into a powerful lion). Messaging discussed how a loan from BHG would help the recipient *transform* their business or life, taking it to the next level. The package utilized variable data with copy and logos changing based on the individual database fields. The imagery and messaging were also implemented into a companion online outreach campaign.


Result The package is currently mailing therefore response results are still forthcoming. The client is thrilled with the piece and has extended the campaign into digital and social media platforms.

- #10 outer envelope
- 8.5"x11" letter
- 4"x9" insert card

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AN OPPORTUNITY TO TRANSFORM

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<BHG LOGO>

FAST AND EASY FINANCING
\$250,000¹
Special Funding Offer

YOUR HARD WORK HAS GOTTEN YOU THIS FAR.
LET BHG HELP YOU GO EVEN FURTHER.

Dear <FIRST LASTNAME>,

As entrepreneurs, you've worked hard every day helping people and building your success. Let BHG reward your efforts with a specialized working capital loan up to \$250,000. Our flexible and customer-centric approach can get a loan on your cash flow. Enjoy a competitive loan that won't appear on your personal credit report, offers affordable fixed payments and doesn't require personal collateral.

BHG has spent nearly 20 years working with healthcare professionals to invest in opportunities, consolidate debt and improve cash flow. We've earned a better borrowing experience built around service and convenience.

Here's how working with BHG can benefit you:

- ✓ Loan approved in 24 hours
- ✓ Funds within 3 days after approval
- ✓ Payment terms up to 10 years
- ✓ Loan won't appear on your credit report*
- ✓ No collateral
- ✓ No out-of-pocket costs

Experience the BHG difference—where our people consider your real circumstances and help you meet your needs. Speak with one of our loan specialists 7 days a week and until 11 a.m. EST on weekdays. We will work around your busy schedule to deliver a solution, so contact us by <EMAIL> to activate with no cost or commitment.

CALL 866.283.8382 or visit <URL> TODAY.

Your exclusive Invitation Code: <TRANSID>

Securely
24x7x365 loan
Personal Lending Division
© Company, Inc.

READY TO TRANSFORM?



*Subject to credit approval. Loan may not be used for any other purpose and may be deemed a debt obligation. Offer is not available for all programs.

*Monthly payment will not be reported to credit reporting agencies. However, accounts in collection will be reported to credit reporting agencies.

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READY TO UNLEASH YOUR POTENTIAL AND TRANSFORM?






BHG

MAKE YOUR TRANSFORMATION WITH A BHG LOAN

Looking to transform your business or career? BHG can help you capitalize on new opportunities, improve cash flow or consolidate debt with a working capital loan. You deserve a better borrowing experience built on service and convenience.

Contact us today to get started.

-  Quality of Products
-  Hassle-free Process
-  Concierge Service
-  Affordable Payments

BHG

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