**LOAN OFFICER ENGAGEMENT CAMPAIGN**

1. **EMAIL** [Welcome - Overview of the Tool]

**SUBJECT LINE:** What's in it for you?

BANNER LINE: Ready to win?

[Loan Officer],

* Do you want to get the most done - in the least time?
* Do you want to have details handled - so you're free to do what you do best?
* Do you want to consistently stay in front of leads, contacts and past clients?

We thought so. Log in here to get started: [link to their user account]

[Signature block – customer company/marketing admin?]