*Subject Line:* *Content Library and Marketing Strategy Tips*

**Content Library**

**A recent eMoney poll shows that 84 percent of Americans say personalized content is important to them.1**

**Explore Your Content Library** *[eMoney note: hyperlink to the Bamboo home page. For subscribers with a custom eMoney URL, this link will need to be adjusted]*

Your Content Library is home to a full collection of topical content to engage prospects or clients on matters that are most relevant to their personal and financial lives. Once logged in, follow along with this short video to learn how to find Bamboo content.

**Interested in some content pro-tips?**

Val Rivera, our in-house marketing strategy expert shares her advice for building a digital marketing strategy around content. **Learn More**

**In Case You Missed It -** Learn best practices for finding content for your marketing needs. **Watch Short Video**

**Stay Tuned -** Your next email will highlight how to share content to your social channels from Bamboo with a few quick clicks.

If at any point you want to accelerate through these steps a bit faster, access the [Interactive User Guide](https://content.emaplan.com/knowledgebase/interactive/Bamboo/index.html) found in your *Help* menu of Bamboo.

Our next email will be arriving to your inbox in about one week!