

Inbound Marketing:

The "Get To Know You" Marketing Method

Who's familiar with the phrase, "It's not you, it's me"? The "not you but me" idea is what social media experts are encouraging marketing professionals and other creative decision-makers to think about. When it comes to inbound marketing, it's all about the consumers – your credit union members – the "you." However, the key to inbound marketing isn't "all about the consumer." It's how we the marketing professionals, or "the me," work.

So, how can we truly get to know our members better, to ease them into our brand, and make them members who use your credit union's services for life? It's looking at the traditional marketing campaign as a tool rather than a stand-alone project. It's about making conversation with your members rather than making a one-time statement. Here are some thoughts to consider in order to help you get familiar with inbound marketing and how to take those first steps:

Develop several short-term campaigns rather than a one-time quarter-long campaign. As you switch your focus on different member benefits, you will present a little something new for your audience.

Keep your brand in mind as you create campaigns. Do you use a particular font for headings or certain colors in all your marketing pieces? Even if you try short-term campaigns, your members can recognize your brand if you are consistent in style.

Stay on top of your social media tools (your website, Facebook, Twitter, blog, and other social media forms).

Breakdown your audience into sub-groups. Marketing to each group rather than collectively, will allow you to make a stronger connection with your members' interests.

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What does your brand say about you?

Read our article about brand awareness, located on page 3 inside this newsletter, and learn some tips that will give your image a beneficial boost. Whether you're just starting out or need to re-energize what you have, we're here to help!

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Congratulations to our Diamond Award Winners!



NuPath Community Credit Union's
Website (www.nupathcu.com)

CUAdvantage partnered with NuPath Community Credit Union to create their new brand, name and logo. We assisted in their transformation from Wyandotte Federal Credit Union to NuPath Community Credit Union.



Park View
FEDERAL CREDIT UNION

Park View Federal Credit Union's
2011 Annual Report and
"Something to Smile About" Campaign

Together with Park View Federal Credit Union, we assisted in the design of their 2011 annual report, which earned a first-place recognition. For the "Something to Smile About" campaign, we collaborated on the graphics and copywriting.

Get a feel for what we do by visiting our website at www.cuadvantage.com. Click on "Visitors Lounge" to get started. In our "Made To Order" section you can glance at newsletters, annual reports, email marketing, special projects, campaigns and more. Give us a call at 877.799.0784 if you have any questions.

The Factors in Deciding Direct Mail versus Email Marketing

Is One More Valuable Than The Other?

As credit union marketing professionals, we often face the challenge of choosing what tool will work best in order to get the greatest results. Different factors and resources often limit our choices. So if you're asked whether to use direct mail or email, which one should you choose?

The Goal

The key is getting visitors to your website or into your location. Decision makers look for answers online when they're ready to engage. On your website, visitors can research the information they are most interested in on their own time. At your location, they can obtain the information they are most interested in from helpful, knowledgeable credit union representatives.

The Factors

Context of the campaign | Audience
Budget | Tracking and Analyzing the results



The Advantages

Email Marketing

- Low cost
- Ease of measurability
- Ease of personalization
- Speed of delivery

Direct Mail

- Ease of delivery (Address list is more valid.)
- Established relationship with audience
- Credibility (Tangibility)

The Decision

Overwhelmingly, professionals encourage using both email and direct mail channels whenever you can. Statistics support that response rates and ROIs (return on investments) are nearly 5-times higher when you use a combination of direct mail, email, internet website or more.

As you face the decision, it's very important to consider all the factors and advantages through the eyes of your credit union's campaign. However, generally speaking, the return on investment favors email marketing when it's compared to the return on investment of direct mail. In the Harvard Business Review, a case study of a retailer was examined in the article "Why Email Marketing is King." The ROI proved the following: Direct Mail and Email total ROI was 30; Direct Mail Only total ROI was 27; Email Only ROI was 2,600.*

Have questions, like "where do I go from here?" Let us ease your mind. No matter which resource you choose, we can step up and support you wherever you need us most. We're happy to help you walk through the steps of your first email or direct mail campaign, or take your current marketing to the next level using variable data and more. Please contact us at 877.799.0784 or visit our website at www.cuadvantage.com to learn more.



Eliminate Privacy Notice Confusion Act (H.R. 749)

Currently awaiting action in our Senate, this bill aims to alleviate confusion for credit union members and administrators. It would eliminate the need for mailing privacy notices annually for certain financial institutions.

This proposal amends the Gramm-Leach-Bliley Act to exempt from its annual privacy policy notice requirement any financial institution which: (1) provides nonpublic personal information only in accordance with specified requirements, and (2) has not changed its policies and practices with regard to disclosing nonpublic personal information from those disclosed in the most recent disclosure sent to consumers.

CUAdvantage leverages compliance information we obtain through research. In order to ensure compliance is met, we encourage you to consult with your personal compliance contact.

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Overall, don't dump the traditional marketing campaign. Focus on your long-term goals and the many different opportunities you have that can help you reach those goals, plan as best as you can, and always make a valuable first impression. If you need some extra confidence or a little bit of help, that's where we come in! We'll be happy to serve as your marketing partner and give you the best support in order to make a great first impression over and over again. Please visit our website at www.cuadvantage.com or give us a call at 877.799.0784 to discuss your next project and marketing goals with a CUAdvantage representative today.

Side thought:

As your marketing partner, we want to make sure you're satisfied. If there's ever any aspect of our process that you feel you need to bring to our attention, please let us know. (We try to keep any annoying habits to a minimum. We don't bite our nails while we're on the phone. And we always return the toilet seat to the "down" position before we leave the restroom.)

We appreciate the constructive criticism! Your honest feedback will only help us grow as a better solutions-provider for all credit unions. Please contact your CUAdvantage representative or email solutions@cuadvantage.com to share your thoughts with us.

Boost Your Brand Awareness

Do your members have a clearly defined idea of who you are, what you stand for and what to expect when they walk in the door? If not, maybe it's time to get serious about branding. Here are some thoughts to help establish a consistent identity for your credit union:

- **DEFINE YOUR IDENTITY.** What do you want your members to know about your credit union? Are you small and personal or large and well-established?
- **KNOW YOUR MEMBERS.** What are they interested in? What are they worried about?
- **KNOW YOUR COMPETITION.** What do you do better than the big bank down the street?
- **BE CONSISTENT.** Your credit union's slogan, mission statement, marketing materials and personnel should all exemplify the same values.
- **BE PERSISTENT.** It takes time – and lots of repetition – to establish a successful brand.

CUAdvantage can help keep your message fresh and consistent, with marketing materials, graphics and logos customized to meet your objectives. Contact us today!



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As a full-service marketing company, CUAdvantage Marketing Solutions specializes in the credit union industry. Whether it's a quarterly newsletter or a corporate identity package, we'll create a look that complements your image and informs your membership. We are committed to giving each and every credit union their own identity and custom-designed marketing materials. Our graphic designers pride themselves in creating new and innovative pieces, while our copywriting puts your ideas to work. If you've got an idea that you'd like to bring to life, call us today or send us an email.



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