

Marketing  
with

style



Summer 2019

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DOMINATING  
Social Media  
MARKETING

Trying to keep pace with the rapidly changing digital marketing landscape can seem an endless challenge. Each year tends to bring a new strategy or trend to follow in order to keep up with the competition. In reality, all it takes is finding a solution that sparks your interest and fits your goals. Simply choose from the following tips to create a powerful game plan to help you reach your social media marketing goals.

- 1. Produce diversified content types.** Producing the same content type can bore your audience, ignore a portion of your targeted demographic(s), and keep you from reaching your goals. By posting various types of content, such as blog posts, videos, photos, and infographics, you can more accurately determine the best content type for your target audience while more easily appealing to all subsets of it.
- 2. Provide educational content.** Providing valuable information and/or practical advice will help people see you as an authority in your industry and set you apart from your competition.
- 3. Do more storytelling and less promoting.** Whether real life stories or fictional examples, relatable characters and situations evoke emotional responses, often spurring your audience into action more effectively than concentrated product promotion.
- 4. Leverage the loyalty of your members.** Members who already love your credit union are typically eager to share their positive experiences with others. Consider asking for reviews on Facebook and Google, interviewing satisfied members and sharing their stories on social media, or holding contests and offering incentives.
- 5. Increase humanization.** People respond much stronger to other people than to automation. Interact with your members as much as possible by responding to comments, using user-generated content, and spotlighting team members and their stories.



# Turn Your Members Into Expert Borrowers with Your Own

## MEMBER MORTGAGE WEEK

The summer season has a way of bringing out the homebuyers and DIYer's, making now an ideal time to come alongside your members and let them know you're there to support them throughout their homeownership journey. By utilizing the resources available here at CUAdvantage, you can help your members become savvy homebuyers and borrowers while proving yourself their local mortgage expert. With a creative marketing plan, such as a Member Mortgage Week, you can provide tips, tricks and insights in a bold and unique way, at a time when your members need it most.

### What could your Member Mortgage Week look like?

Featuring daily emails loaded with interesting mortgage tidbits, articles and more, your Member Mortgage Week could reach members right where they're at with effective and convenient communications.

**MONDAY** – Introduction to Member Mortgage Week

**TUESDAY** – Finding & Financing Your Home

**WEDNESDAY** – Refinancing Your Current Mortgage

**THURSDAY** – Home Equity Loans

**FRIDAY** – Recap on Member Mortgage Week

Getting started is easy. We can help you get your own Member Mortgage Week started or help you make your own ideas come alive. Simply contact one of our Client Support Representatives to get your mortgage campaign underway today.

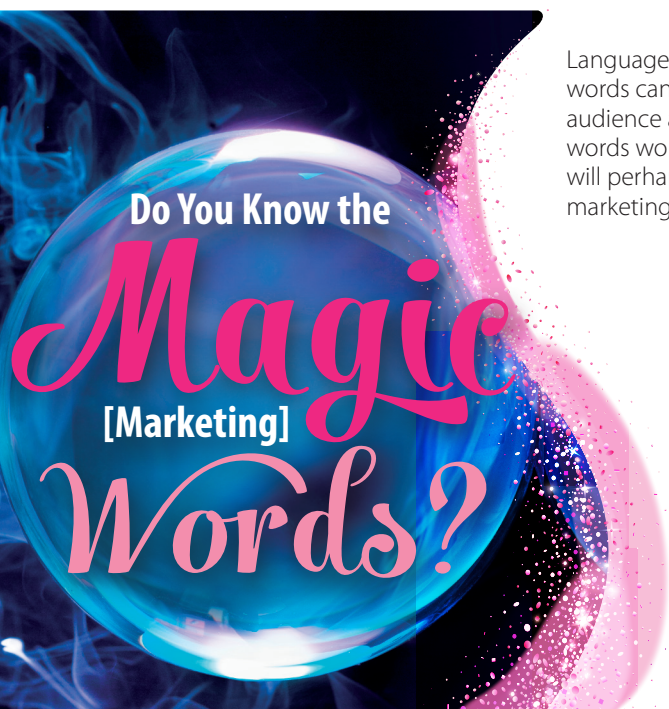


## Make a Member CONNECTION

Increase your social media presence this summer by connecting with members in a fun way! Hosting a Photo Contest is a great way to see what your members are up to, what inspires them, and how you can better reach them on a daily basis – all while making them feel like part of your credit union family.

Simply post the rules on your Facebook page, offer prizes for the top three entries, and then get ready for the pictures to start flooding in.

**TIP:** Make sure you have a good tracking system in place, judges to select the winners, and enough staff available to manage the contest efficiently.



Language is a powerful tool, and when it comes to marketing, the importance of using the “right” words cannot be overstated. The words you choose to use can either connect you with your audience and spur them to take action or simply fail to engage them altogether. Of course, not all words work for all audiences, so determining which ones work best for your particular situation will perhaps require some trial and error. To help you get started, we've compiled a list of 10 magic marketing words to help you better engage your members.

**YOU** – Your members don't want to feel like just another member of a crowd. They want to feel as if you're speaking directly to them.

**FREE** – Never underestimate the appeal of “free.”

**BECAUSE** – Explain to your members why they should take action.

**VALUE** – When it comes to finances, consumers want to know they're making the most of their money.

**EASY** – Let's face it, life is busy. People like products that make life easier.

**DISCOVER** – Let your members feel like they've got an edge over others by offering them something that feels new and unknown.

**ACT NOW** – A great way to motivate an immediate response while providing your members with a special limited-time offer they can benefit from.

**NEVER** – Turn a negative into a benefit, such as “never worry again!”

**SAVE** – Nothing speaks of financial gain like this one simple word.

**MORE** – You offer more than your competitors. Show it.



## Summer BREAK for Low Rates

See your credit union for lower auto rates

## ENJOY A BIGGER SLICE OF SUMMER WITH:

- Summer Skip-A-Pay
- Discount Theme Park Tickets



## Debt-Proofing Tips for Summer



## VISA Gift Cards for Dads & Grads



## Around-the-Clock Banking

- Online banking
- Mobile banking
- Other \_\_\_\_\_



## Santa's Saving Up. Are You?

- Christmas Club Account Reminder



## Your Getaway Vehicle Awaits

- Boat, RV, Trailer, Camper, Motorcycle Loans



## Start Here... Go Anywhere!

- Summer Loan Special
- Vacation Loan

## HOLIDAY CLOSINGS

- **INDEPENDENCE DAY**  
Thursday, July 4
- **LABOR DAY**  
Monday, September 2



## Want to see the Youth Newsletter Ideas?

Visit our website at [www.cuadvantage.com](http://www.cuadvantage.com) or our Facebook page [www.facebook.com/CUAdvantageMS](http://www.facebook.com/CUAdvantageMS).

Or, scan the QR code to the right with your smartphone to download a pdf now!





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## The **HOLIDAY SEASON** is Just Around the Corner!

Did you get your 2019 holiday closing posters?

Visit [www.CUAdvantage.com](http://www.CUAdvantage.com) to browse through our 2019 styles and options and make your selections today.



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*CUAdvantage Marketing Solutions is a full-service marketing company specializing in the credit union industry. We are experienced in providing exceptional customer service and creating 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 have an idea that you'd like to bring to life, give us a call or send us an email.*



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