

Marketing
with

style



CUADVANTAGE
MARKETING SOLUTIONS

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Don't Forget to Order Your 2018 HOLIDAY CLOSINGS POSTERS

We've got fresh new designs for 2018! If you haven't ordered your holiday closings posters yet, you can conveniently browse through our options and make your selections by visiting us online at www.CUAdvantage.com.

What Is **YOUR BRAND** Saying **About You?**

Consistency is heralded as the strategy for achieving long-term greatness in just about any category – physical fitness, relationships, health, business, finances. And when it comes to marketing, consistency in branding remains a key component to success. Branding is the expression of the essential truth or value of an organization, product, or service. It communicates the characteristics, values, and attributes that clarify what your credit union is and is not. While an inconsistent brand can create confusion and disappointment in your members, a consistent brand helps to separate you from the competition and shows your members how to identify you. It promotes a sense of trustworthiness and familiarity that speaks to the heart of the credit union industry.

If your brand is lacking consistency and you're not sure where to start in creating coherence, don't worry. We're here to help. At CUAdvantage, we're pleased to offer everything you need to make your brand display your story to your community in a consistent, dependable, and appealing fashion. From design to online marketing to print ads, and everything in between, we can help you reach and speak to members across all printed and digital platforms alike.

WHEN YOU'RE READY to discuss your options, we invite you to contact us at 877.799.0784. We look forward to the opportunity to chat with you and discover together how we can start improving upon and developing consistency in your brand today.

DIGITAL MARKETING

Email Blasts

Web Banners

White Space
Management

Graphics

TV Images

Digital
Advertisements

And More!

PRINTED MARKETING

Newsletters

Inserts

Mailings

Brochures

Posters

Banners

And More!

NATIONAL CREDIT UNION YOUTH MONTH™

THE SCIENCE OF SAVING

April 1-30, 2018

National Credit Union Youth Month is just around the corner, and this year's theme, The Science of Saving, is one you won't want to miss out on. By encouraging your youngest members to picture themselves in the future, you can help them envision their dreams and see how saving can create a hopeful and optimistic future. This special month creates a unique opportunity to connect with your youngest members and empower them to use the science of saving to make their dreams for the future come true.

Whether you choose to celebrate Youth Month with special contests, treats, prizes, or by participating in the National Youth Saving Challenge, we can help you spread the word and get your young members excited about celebrating Youth Month with their favorite credit union.



10 Fun Marketing Ideas to Draw Members to Your Credit Union

Not everyone loves math, bills, and finances (imagine that), so why not take a new approach to banking and start making it more enjoyable for your members? Here are 10 easy-to-implement ideas – use one, two, or become the coolest, most lively credit union around and use them all.

- 1. SCAVENGER HUNT.** Hide some prizes in secret locations and then give members clues to find them on your credit union's website or Facebook page. (You'll spike member interest and website traffic. Double bonus.)
- 2. REWARD MEMBERS WITH PRIZES.** If you want members to take a certain action, such as using mobile deposit, consider promotions where some members win fun prizes like "Double Deposits."
- 3. HOST AN ICE CREAM SOCIAL.** Show members your appreciation by treating them to a surprise treat just for stopping by.
- 4. SEND BIRTHDAY CARDS.** Everyone (okay, most people) likes to be recognized and celebrated on their special day. Show your members you care by sending a personalized birthday card – and perhaps a special gift or offer too.
- 5. CREATE A MASCOT.** Appeal to your younger (and young-at-heart) members by creating a credit union mascot that meets and greets visitors on special days.
- 6. BE FUNNY.** Nothing makes people smile like a good joke. Post a silly note or joke on your outdoor signs.
- 7. COME UP WITH A FUN SLOGAN.** If your branding could use a little update, consider making it something fun and light hearted.
- 8. GET A CREDIT UNION PET.** Put a goldfish in each branch and let your members suggest names for them.
- 9. MAKE CRAZY JOB TITLES.** Member Service Representative? Consider Superhero of Member Services instead.
- 10. ASK YOUR MEMBERS FOR INPUT.** Let your members know you want banking to be more fun for them and ask for ideas.



Get a Spring ON YOUR

QUARTERLY PROMOTIONS

A new quarter is upon us, which means it's time to start thinking about your quarterly newsletters and promotions. If you haven't made your requests for the spring quarter, contact your Client Support Representative today to talk about your options and create a plan.

NEW TO THE NEWSLETTER SCENE? See how you can start connecting with your members on a personable and consistent basis by keeping them up to date on the latest credit union news, events, tips, promotions, and more!

Say Hello

TO OUR

NEWEST STAFF MEMBER!

Jessica Gavord

CLIENT SUPPORT SPECIALIST



Jessica joined CUAdvantage on February 14, 2018. She graduated from Saginaw Valley State University last May with a degree in Communications and minor in Marketing! She has two beautiful daughters, Olivia and Charlotte, and a rambunctious mixed-breed puppy named Foggy.

Her guilty pleasure movie is *The Pest*, starring John Leguizamo, "but honestly, I'm not ashamed. That movie is hilarious," she says. Someday, Jessica hopes to cross off traveling to Europe on her bucket list by seeing France, Belgium, Germany, Austria, and Italy all in one go! In her previous work experiences, particularly when she interned at Quicken Loans, she made life-long friendships with her co-workers and we hope she has a similar connection with us here at CUAdvantage. Welcome to CUAdvantage, Jessica!

Spring 2018



— Let's Give Your Debts a Good *Spring Cleaning*

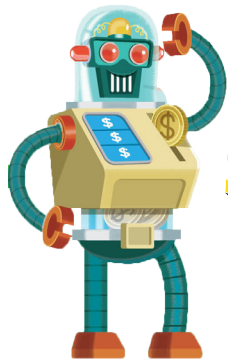
- Auto Refinance
- Debt Consolidation
- Balance Transfer



— **#ToyGoals**

Low-Rate Toy Loans for Boats, RVs, Motorcycles, Trailers, and More!

— National Youth Saving Challenge



— National Credit Union Youth Month™

THEME:

THE SCIENCE OF SAVING

— Maximize Your Membership

- Checking Accounts
- Savings Accounts
- Low-Rate Loans
- Home Loan Solutions
- Convenience Services
- Financial Wellness Resources
- Love My Credit Union Rewards
- Other: _____

— **It's Your Move.** *We Just Make it Easy.*

Credit Union Home Loan Solutions

— **Loans for the Life You Want/ Loans for the Home You Want**

- Home Equity Loan
- Home Equity Line of Credit
- Home Improvement Loan



— **Helpful Reminders:**

- **May is National Direct Deposit Month**
- **Annual Meeting Details**
- Information about your Credit Union's **scholarship program**
- **Holiday Closings:**
 - **Good Friday**
Friday, March 30
 - **Memorial Day**
Monday, May 28
 - **Independence Day**
Wednesday, July 4

Want to see the Youth Newsletter Ideas?

Visit our website at www.cuadvantage.com or our Facebook page www.facebook.com/CUAdvantageMS.

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





CUADVANTAGE MARKETING SOLUTIONS

- Newsletters
- Brochures
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- Posters
- Banners
- Email Marketing
- Social Media Strategies
- Promotional Products
- Onboarding
- Direct Mail
- Youth Programs
- Marketing Plans

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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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