

Marketing  
with

style



Spring 2020

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Think Spring



April 2020 Idea Sheet

HAVE YOU CONSIDERED  
QUARTERLY NEWSLETTERS?

Setting you apart from the financial institutions around you, quarterly newsletters, whether print or digital, offer a unique way to connect with your members on a more personal and consistent basis. An excellent source to feature the latest credit union news, upcoming events, financial tips and tricks, and seasonal promotions, quarterly newsletters may be just what your relationship with your members is missing.

Best of all, we make it easy to get started! With a fresh list of article topics each quarter, compelling copywriting, engaging layouts, and convenient print and mailing options, CUA has you covered from start to finish. Learn more at [www.cuadvantage.com](http://www.cuadvantage.com).

## Wait, Which FAD Should We Follow?

With marketing trends and technology continually evolving and changing, it can become a constant battle to determine which fad to follow. While some are quick fads, others signal a significant shift in what consumers expect from their interactions with businesses and brands. As your 2020 marketing plans progress, CUAdvantage is here to help you stay current with the latest trends and execute your next marketing strategy with ease. If you're looking for a trend that's likely to stick around, consider these two for top results:

### Personalization

Most credit unions are naturally member-centric, so personalized marketing is obviously a great fit for helping with improved member retention and campaign ROI. Instead of pushing products, personalized marketing allows you to meet your member and their needs right where they're at.

- Get to know your members as well as you know your friends
- Understand the things they truly care about, such as their personal or financial goals
- Use imagery and tone that resonates with your demographics
- Use dynamic fields in emails to add the member's name and show them content specific to their account and service usage
- Trigger follow ups based on the content they engage with on your website, social media or via email

### Interactive Content

By adding an element that allows for a two-way dialogue, interactive content keeps members and potential members more engaged and returning to look at your work. It takes marketing content like social media posts and blogs to a new level by appealing and customizing to a specific individual at the time of use.

- Online quizzes and polls keep members talking while helping you gain insight on a specific topic of interest
- Include hotspots in your video posts to provide more information relating to a specific topic
- Have fun and creatively connect with members in a way that makes them feel unique and special
- Spread the personalization across various channels, platforms, and sites
- Allow your personalized campaign to run for a couple weeks, analyze your results, and then make adjustments where necessary





## Seizing a New Season

Spring is in the air, and with it, a whole host of fresh and exciting marketing strategies to improve your business. Don't let the joy of the season pass without capitalizing on the opportunities waiting to be discovered.

**Add a good dose of vibrancy** – With a wrap on winter, people are starting to feel energized and enthusiastic for the new season. Make your message match the season with vibrant colors and a theme of renewal and revitalization.

**Work the tax season** – Springtime equals tax time, which makes this the perfect time of the year to make a scene for your relatable products, such as tax loans, debt consolidation products, savings options, home improvement loans, and the like.

**Bring your members together** – Spring is a time of renewal and positivity. Match your marketing tone and vibe to that energy by bringing members together for member appreciation socials, financial workshops, giveaways, and special events, like National Credit Union Youth Month.

**Give the community a facelift** – The clearing skies combined with the nearing Earth Day provide for the perfect opportunity to give back to your community by sponsoring a road cleanup project, tree planting event, or other community contribution.

**Try new things** – Clean out the old and bring in the new by testing new marketing initiatives, such as a YouTube channel, website facelift, Facebook ad initiative, weekly blogs, and improved customer service experiences.

**Need a little extra inspiration to make the most of the season?**

Give us a call at **877.799.0784** to speak with a Client Support Specialist about creating and launching your spring campaign today.



Share, spend and save at your credit union

NATIONAL CREDIT UNION YOUTH MONTH™ • APRIL 1-30, 2020

Everybody likes a good celebration, so don't miss out on your opportunity to make the most of National Credit Union Youth Month. With Youth Month right around the corner, now is the ideal time to start making plans to get your members involved and excited! Whether you're used to going big for Youth Month or it's your first time making plans to celebrate this special event, CUAdvantage can help you get ready to engage your youth and start building excitement. From bright, bold banners and posters to interactive posts and blogs, we can help you spread the word and get your young members excited about celebrating Youth Month with their favorite credit union.



## THINK SPRING

### Get Your Trending Promotional Items from CUAdvantage

Now that you've got some fresh marketing ideas for the coming quarter, let us assist you in executing your next endeavor. Did you know we specialize in:

- ◆ Brochures
- ◆ Campaigns
- ◆ Email Marketing
- ◆ Marketing Plans
- ◆ Newsletters
- ◆ Onboarding
- ◆ Postcards
- ◆ Posters
- ◆ Promotional Items
- ◆ Special Projects
- ◆ Teens & Kids
- ◆ And More!

If you haven't made your requests for the spring quarter, contact your Client Support Representative to talk about your options and to create a plan today.



## National Credit Union Youth Month™



Share, spend and save at your credit union

- Theme: Money Magic
- National Youth Saving Challenge

## IT'S GO TIME for your Home Improvement Projects

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



## New Home? Bank Local!

- Purchase
- Refinance



## Life is Short. Buy the Boat.

- Low-rate toy loans for boats, RVs, motorcycles, trailers, and more

### We Finance Fun

- Spring break vacation loans



Love My Credit Union® rewards

- Official Marketing Materials
- TurboTax
- Sprint
- SimpliSafe
- Financial Lock
- Theme Parks
- TruStage
- Official Bundle Article

## FRAUD ALERT: Here's Why You Shouldn't Abbreviate "2020"



### REMINDERS:

- Annual Meeting Details
- Information about your Credit Union's scholarship program
- **HOLIDAY CLOSINGS:**
  - **Good Friday**  
Friday, April 10
  - **Memorial Day**  
Monday, May 25
  - **Independence Day**  
Friday, July 3

## Get In the Know with ACCOUNT ALERTS



## How to Build Your Rainy Day Savings

## 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!

SCAN ME!





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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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# Welcome, Emily

## GET TO KNOW OUR NEWEST STAFF MEMBER

Emily joined the CUAdvantage team on October 28, 2019. She graduated from Saginaw Valley State University in 2009, with a degree in English. While attending SVSU, Emily met her husband and later married into his "Disney Family"! Today they have two cats, a two-year-old son, and make two family trips to Disney each year. In her free time, Emily enjoys listening to podcasts, reading, and watching Netflix.

Welcome to the team, Emily!



Emily Gibas

CLIENT SUPPORT SPECIALIST

## MEMBER ACQUISITION VERSUS ATTRITION

### WHERE'S YOUR FOCUS?

If your credit union is targeting growth (and really, who isn't?), then you know how important it is to acquire new members. Yet as important as gaining new members is to the growth of your credit union, you can't grow your membership if your newest members aren't engaged once they've joined. New or current members that are feeling ignored can be just as quickly wooed by another financial institution as your new members were by you.

Too often, credit unions focus on member acquisition at the expense of attrition. Ideally, there should be a seamless transition from acquisition-focused marketing to cross-selling account types, credit cards, and other products and services. Creating an even balance of acquisition and continued engagement is vital to the success of your credit union's growth. After all, if your member attrition rate is just as high as your member acquisition rate, you're simply not growing.

**THE SOLUTION:** Streamline your marketing outreach by focusing on both member acquisition and attrition. Go ahead and target new members, but don't forget to keep in touch with your current members and be there to know what's going on in their lives, while offering applicable services along the way.

## Is It Time to Review Your Approach to ANNUAL MEETINGS?

If your annual meetings have been struggling with low turnouts, maybe it's time to consider taking a different approach. Rather than simply maintaining the status quo, make 2020 the year you consciously choose to grow your annual meeting. With these simple tips, you can begin transforming a stagnant annual event into one that creates excitement and generates active promoters within your membership.



- **REACH A YOUNGER DEMOGRAPHIC.**

To show younger members that your credit union is a place for them too, consider producing a fun and short video promoting your annual meeting and posting it to your website, Facebook page or YouTube channel. Promote it by offering gift cards, cash incentives, or other prizes to the first few hundred members who view it.



- **FEATURE GUEST SPEAKERS OR ENTERTAINMENT.**

Whether inspirational, relatable or entertaining, your featured guest should create an experience your members can connect with and want to talk about.



- **BE TRANSPARENT.**

Illustrate your credit union's openness by showing members the details of your credit union's performance over the past year.



- **FOSTER CAMARADERIE.**

As your annual meeting event concludes, have credit union staff stick around to provide attendees with the opportunity to meet staff members and ask questions.



- **OFFER INCENTIVES FOR ATTENDING.**

Make a final, lasting impression with gifts and/or prizes for attending members.

**DON'T FORGET,** CUAdvantage can help you prepare for and promote your annual meeting in a fresh new way with everything you need, including signs, banners, flyers, mailers, annual reports, and more.