

Marketing  
with

# style



Fall 2018

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## Get in the Game with Prescreen Offers

Targeting your market is a great way to introduce members to products they may not be familiar with while helping you more successfully grow your revenue. Prescreen Offers can provide the data—and ultimately the payoff—you need to focus on the audience most likely to respond to your preapproved credit card and/or loan offers. By eliminating unlikely prospects, prescreening helps to decrease acquisition and mailing costs, while increasing your response rates.

### Plus, it benefits your members too!

- Introduce products to members
- Help members reduce their monthly debt
- Target those who are paying a higher loan rate at other financial institutions

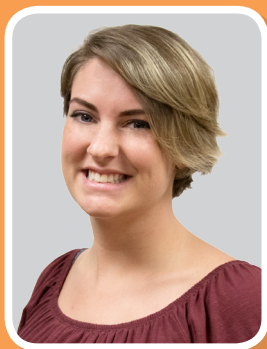
Make the most of your prescreen offers with original copy, creative design and quality print by contacting one of our Client Support Specialists today.



# Say Hello

TO OUR  
NEWEST STAFF MEMBER!

**Rachel Farley**  
CLIENT SUPPORT SPECIALIST



### GET TO KNOW RACHEL

**What is one item on your bucket list?**

Skydiving!

**What is the weirdest job you've ever had?**

Roller Rink DJ.

**What kinds of hobbies/interests do you have outside of work?**

I enjoy exercising, singing in the car, video games, binge watching TV shows, and going dancing.

**Where is your favorite place to eat?**

Lucky's in Bay City.

**What is one more interesting fact about you?**

I am engaged to my fiancé, Tim!

CUA Advantage is pleased to welcome Rachel Farley as our newest Client Support Specialist! Rachel graduated cum laude from SVSU with a BA in Communications and comes to CUA with an eagerness to help our clients realize and fulfill their creative, print and marketing needs. Welcome to the team, Rachel!

# Tips for a Successful Holiday Marketing STRATEGY

The sun may still be shining, but before you know it, the holiday season will be nipping at our heels. That means right now is the ideal time to start planning your content marketing strategy for the 2018 holiday season! As you prepare for a successful holiday season, we've compiled a list of helpful tips to assist you in creating a rewarding holiday marketing strategy.

- **Start now.** Get your members thinking about the coming holidays by casually mentioning the approaching season right now.
- **Provide tips.** Help your members survive the hustle of the holiday season by determining which of your products and/or services can help them survive the upcoming months.
- **Host a contest.** Engage your members and keep your brand on their mind by hosting fun, festive-themed contests or giveaways throughout the seasonal months.
- **Create a holiday promotion.** Seasonal and limited-time products and promotions are a great way to create excitement and urgency in your members while driving traffic through your credit union.

## *But Wait!* Consider These Content Marketing Mistakes to Avoid.

Don't let easily avoidable mistakes wreak havoc on the hard work you've put into planning your holiday strategy. Ensure the success of your labor by steering clear of these common content marketing mistakes.

- **Not setting goals.** You can't be successful if you don't know what you want out of your marketing. Your goals should be specific, attainable, and timely. Consider what you hope to achieve with your content, when you want to see those results, where you want to use content, and how much content you need in order to meet your needs.
- **Being impatient.** It can take weeks or months to see results from the time and effort you put into your content (which makes now an ideal time to get started on your holiday strategies!). If you follow through on your goals with content that is relevant to your audience and credit union, you will be rewarded.
- **Not setting a schedule.** Make a plan for when you will write and how you will publish your content, whether by direct mail, email or social media.
- **Being impersonal.** Your members want to relate to your content. Be sure to match your tone to your audience and keep your content friendly and relaxed rather than stuffy and impersonal.

**Need some help implementing your content marketing? Contact one of our Client Support Specialists at 877.799.0784 to learn more about our marketing and full-service printing solutions.**

## International Credit Union Day Celebrating 70 Years

International Credit Union Day is right around the corner, and CUAdvantage is ready to help you make it a day your members won't forget. As the world celebrates the credit union difference, we can help you celebrate locally with your members, too. Whether you plan to celebrate with an open house, giveaways, fun activities, or other community events, we can help you spread the word and get your members excited as you prepare to celebrate the spirit of the global credit union movement and everything your credit union represents.





### International Credit Union Day Celebrating 70 Years

- October 18, 2018
- Announce your special event, open house, or special treats for members in your newsletter!

### Harvest the Savings with a Low-Rate Auto Loan



### Do you need your Privacy Policy printed this quarter? Let us know!

## HELPFUL REMINDERS



- A Happy Holiday Greeting to your members
- Daylight Saving Time ends Sunday, November 4th at 2am
- **HOLIDAY CLOSINGS**
  - **Columbus Day** Monday, October 8
  - **Veterans Day** Monday, November 12
  - **Thanksgiving Day** Thursday, November 22
  - **Day After Thanksgiving** Friday, November 23
  - **Christmas Day** Tuesday, December 25
  - **New Year's Day** Tuesday, January 1, 2019

### Skip the Tricks, Binge on Treats with a Credit Union Account(s)

- Checking Accounts
- Savings Accounts
- Individual Retirement Accounts
- Credit Card
- Low-Rate Loans
- Other \_\_\_\_\_



### Make Your Credit Union Your Holiday Headquarters

- **Credit Union Credit Card:** Shop, Save & Be Merry
- **Holiday Loan:** Think Outside the Box with a Holiday Loan
- **VISA Gift Cards:** Be a Gifting Guru
- **Holiday Skip-A-Pay:** Wrapped Up in Holiday Expenses? Skip a Loan Payment!
- **Holiday Savings Account:** Funds Disbursement Information



### Give Yourself the Gift of Identity Protection

Quick tips to help safeguard your identity this holiday season

### Want to see the Youth Newsletter Ideas?

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





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