

Marketing
with

style



CUADVANTAGE
MARKETING SOLUTIONS

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**CUADVANTAGE – NEW STYLE
LAUNCH SUMMER 2014**

With a brand-new location, we've decided to polish our professional look. Throughout this summer we'll be updating our corporate identity, which includes a stylish new upgrade to our website.

Even though we're excited to freshen up CUAdvantage, our classic customer service and competitive pricing will remain the same. Whether you're just getting started or are in need of a reliable production team to add a few stylish touches, we're here for you. Please contact a CUAdvantage representative or visit our website at cuadvantage.com to learn more about everything we can do.

Summer 2014



BEHIND THE SCENES OF A SAVVY MARKETING STRATEGY:

An Examination of a Promotion

Taking aim

When was the last time you looked at your process for determining the best time to launch a promotion? Maximizing the likelihood of a promotion's success is achievable, and it's more favorable when you consider these factors: **product seasonality** and **member information**.

PRODUCT SEASONALITY presents characteristics about when consumers tend to use certain products more heavily at certain times.

MEMBER INFORMATION includes an analysis of your credit union's membership data, which will enable you to learn more about the members who are likely to be deciding to act on an offer.

Examining your promotion strategy and developing a plan of action helps you create a realistic target that all collaborators working with your marketing team can understand.

Hitting the target

Using the information you obtained from examining your strategy, you'll develop a more focused target. A targeted approach to marketing your promotion can help you simplify your marketing decisions and even save money.

For example, in-branch displays such as lobby posters or banners should have a wider target than direct mail or email. Onboarding (*variable direct mail*) can be personalized and more effective for advertising low refinance rates for an auto loan, or to welcome new members to your credit union and give them brief information about your variety of products and services.

Timing the next step

We're here to help! We can help you organize your ideas into a comprehensive marketing plan or efficiently plan your next promotion. Give us a call at **877.799.0784**, contact us via email at bigideas@cudvantage.com or visit our website at cudvantage.com for more information.





INTEGRATED CAMPAIGNS MAKE AN IMPACT!

This year we're observing more collaboration between traditional communication departments and creative/social teams than ever before. Technology is emerging that blends all types of communication channels: real-time conversation, social curation, social advertising, and traditional marketing solutions. What's more is that it takes every single one of those channels, aligned around one common theme and goal, to make an impact.

We understand that coordinating your marketing efforts is a complex task. Here are a few marketing solutions we offer that can help meet those demands to make an impact and engage your members.

- ◆ Creative content and graphic design
- ◆ Onboarding (*variable direct mail*)
- ◆ QR code creation and integration
- ◆ Email marketing and direct mail marketing
- ◆ Animated website graphics

Give us a call at **877.799.0784** or contact us via email at bigideas@cuadvantage.com to collaborate and plan your next marketing campaign.



INSERT A SMART MARKETING IDEA WITH YOUR MONTHLY STATEMENTS

Take your monthly statement mailing from drab to fab! An insert is a great way to promote your best offers affordably.

Since your members will receive their monthly statement in the mail, you can use the opportunity to include a reminder about loan rates, a new service, or revisit the benefits of a service that's currently available to the membership. Just ask us and we'll provide you with a printed custom-designed insert in a timely and efficient manner.

Give us a call at **877.799.0784**, contact us via email at bigideas@cuadvantage.com or visit our website at cuadvantage.com for more information.

Be Smart about Canada's Anti-SPAM Legislation

Canada's anti-SPAM legislation entered into force July 1, 2014. Similar to the CAN-SPAM Act of the United States passed in 2003, credit unions with members who reside in Canada must receive consent from their members prior to sending a commercial electronic message. Commercial electronic messages apply to emails, text messages, social media messages, as well as images, text and sounds. Credit unions may receive consent in writing or orally from the member. For more information about the legislation please visit the Government of Canada's website fightspam.gc.ca.

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





CUADVANTAGE
MARKETING SOLUTIONS

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

Printing
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Modern



Connect instantly to
CUAdvantage.com!

Scan this QR
code to begin.

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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