

Marketing  
with

# style



**CUADVANTAGE**  
MARKETING SOLUTIONS

**Spring 2019**

**IN THIS ISSUE:**

Promoting Your Referral  
Marketing Program



Fresh Marketing Ideas for Spring



National Credit Union Youth Month



Tips for a Successful Youth  
Month Savings Challenge



Let's Talk About Your Quarterly  
Promotions



2019 Holiday Posters



**Watch for Social Media  
Marketing in the CUA  
Summer 2019 newsletter.**

## PROMOTING YOUR Referral Marketing Program

Your credit union deserves to stand out from the rest — you know it, we know it, and your members know it. Together, we can make sure the community you serve knows it, too. By running a member referral program, you have the opportunity to not only reward your already loyal members, but to gain new members while you're at it. A successful referral program inspires loyalty and excitement among your members while promoting a sense of community.

Once you've determined the details of your program, turbocharge it with these creative promotion techniques. And remember, keep the focus on the benefit for your members ("what's in it for me?") and not on being spammy.

- ◆ **Make sure you have a "wow" reward** – A referral program is only as good as its reward. Make sure your referral reward is enticing enough to make it worth your members' time and effort.
- ◆ **Kick it off with a bang** – Target your busiest locations and have a couple designated employees spend a week or two promoting the referral program to members in the lobby. Make it exciting and fun with a decorated booth, free treats and giveaways.
- ◆ **Splash it online** – Feature your referral program call-to-action prominently on your homepage.
- ◆ **Target faithful members** – When a member logs into or out of online banking or mobile banking, have a pop-up screen promote the reward for sharing their credit union with friends and family members.
- ◆ **Make it hard to miss** – Use bold, bright and concise marketing materials throughout the exterior and interior of your buildings to make sure every member has the opportunity to learn about the program.
- ◆ **Get social** – Use the audiences you've amassed on Facebook, Twitter and/or Instagram by promoting the benefit of the program to your members on social media.
- ◆ **Send smart reminder emails** – Sometimes your members might love your products enough to want to make a referral, but not recognize any referral opportunities when they first hear about it. A reminder email is a good way to keep it fresh in their minds.
- ◆ **Welcome packages** – After a new member opens an account, send a useful gift as a way of saying welcome and thank you for joining the credit union. Let the new member know that if his or her friend opens an account, the member will receive a referral reward as well.



As you prepare to launch your referral program, two important things to remember are **PATIENCE** and **CONSISTENCY**. Sometimes it can take months for a credit union referral program to gain traction, but once it does, it should deliver steady growth.

# Fresh Marketing Ideas for

# Spring

## Springtime is a great time to launch a fresh marketing campaign!

For many businesses, spring tends to be a “down” season for marketing, which is a good reason for you to launch a new campaign for yours. With less competition for email, ad views and sales, it’s the perfect time to gain some attention and keep your name fresh in peoples’ minds.

### Set yourself apart by:

- ◆ **Adding a splash of color** – Celebrating the new season can be as simple as incorporating eye-catching visuals into your banners, posters and ads.
- ◆ **Playing up the warm weather** – By this time of the year, most people are ready to say goodbye to the chills of winter and will be eager for the portrayal of all things sunny and bright.
- ◆ **Celebrating moms** – Taking the time to honor moms is guaranteed to tug on the heartstrings and draw the attention of your audience.
- ◆ **Hosting a contest** – Get your members into the spirit of spring with a giveaway to a local amusement park, a spa day for mom, or some other way to welcome and celebrate spring.
- ◆ **Promoting spring cleaning** – Spring cleaning doesn’t always require disinfectants and cleaners. Some of the most appealing “scrubbings” can include debt consolidation, upgrading to a new car, home improvement projects and even escaping for spring break.

### LET’S CHAT

about how CUAdvantage can help you get your spring campaign underway!

Call **877.799.0784** to speak with a Client Support Representative about creating and launching your spring campaign today.

HELLO

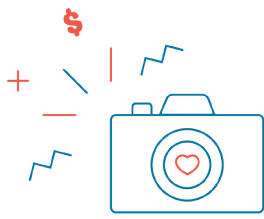
# Spring

*Let's talk about your quarterly promotions!*

The spring 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 more personal and consistent basis by keeping them up to date on the latest credit union news, events, tips, promotions, and more.



# The Future is Yours

Picture it! Save for it! Share it!

**NATIONAL CREDIT UNION YOUTH MONTH™**  
**APRIL 1-30, 2019**

National Credit Union Youth Month is just around the corner, and this year's theme, The Future is Yours, is one your young members are going to love getting involved in. With a little encouragement, your youngest members can start to picture their futures, learn how you can help them save for it, and then share their unique ideas for everyone else to see. This special month is sure to create plenty of opportunities for you to connect with your members and empower them to start making plans for the future, with you by their side.

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.

## Tips for a Successful Youth Month Savings Challenge

As your Youth Month celebration planning gets underway, don't forget about one of the most powerful business development opportunities the special month has to offer: National Youth Savings Challenge! Take the challenge and see how many new youth accounts you can open throughout the month of April, and consider these helpful tips to make it the most successful Youth Month Savings Challenge you've ever had.

### + AWARENESS +

Take the time to spread the word in the weeks leading up to and throughout the challenge using every resource possible, including social networking, in-house posters, emails, TV or radio ads, your website, and more.

### + EVENTS +

Consider hosting financial education classes, movie nights, charity drives, and other activities that get the community engaged and hands-on.

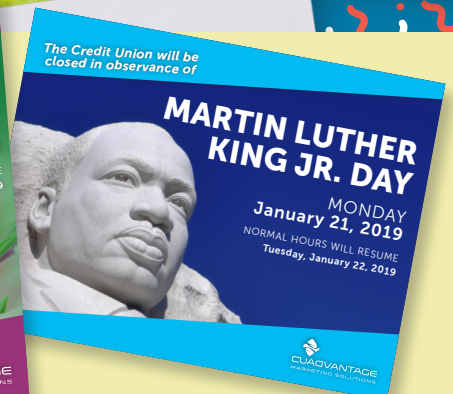
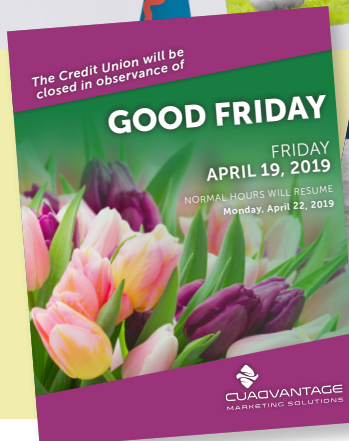
### + REWARDS +

Everyone knows kids love prizes, so providing them with more incentive to deposit is always an effective approach. Consider a promotional giveaway item with the opening of new accounts or deposits, or a drawing for bigger prizes, such as tickets to the movies, a local sports event or theme park.



## Forgot to Order Your 2019 HOLIDAY CLOSING POSTERS?

It's not too late to get your order in! Simply visit us online at [www.CUAdvantage.com](http://www.CUAdvantage.com) to conveniently browse through our new 2019 styles and options and make your selections today.





**CUADVANTAGE**  
MARKETING SOLUTIONS

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



Connect instantly to  
CUAdvantage.com!

Scan this QR  
code to begin.

Printing  
Display  
Modern

*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.*



**bigideas@cuadvantage.com**  
**cuadvantage.com**

**F**X 989.799.6446 ♦ 866.799.6446  
**T** 989.799.0784 ♦ 877.799.0784

101 N. Rodney ♦ Helena, MT 59601  
**MOUNTAIN REGIONAL**  
**VIRTUAL OFFICE**

1981 SW Park Forest Avenue ♦ Lake Oswego, OR 97034  
**NORTHWEST REGIONAL**  
**SATELLITE OFFICE**

221 Meadow Lane ♦ Franklin, VA 23851  
**EASTERN REGIONAL**  
**SATELLITE OFFICE**

5171 Blackbeak Drive ♦ Saginaw, MI 48604  
**MAIN OFFICE**

**CUADVANTAGE**  
MARKETING SOLUTIONS

