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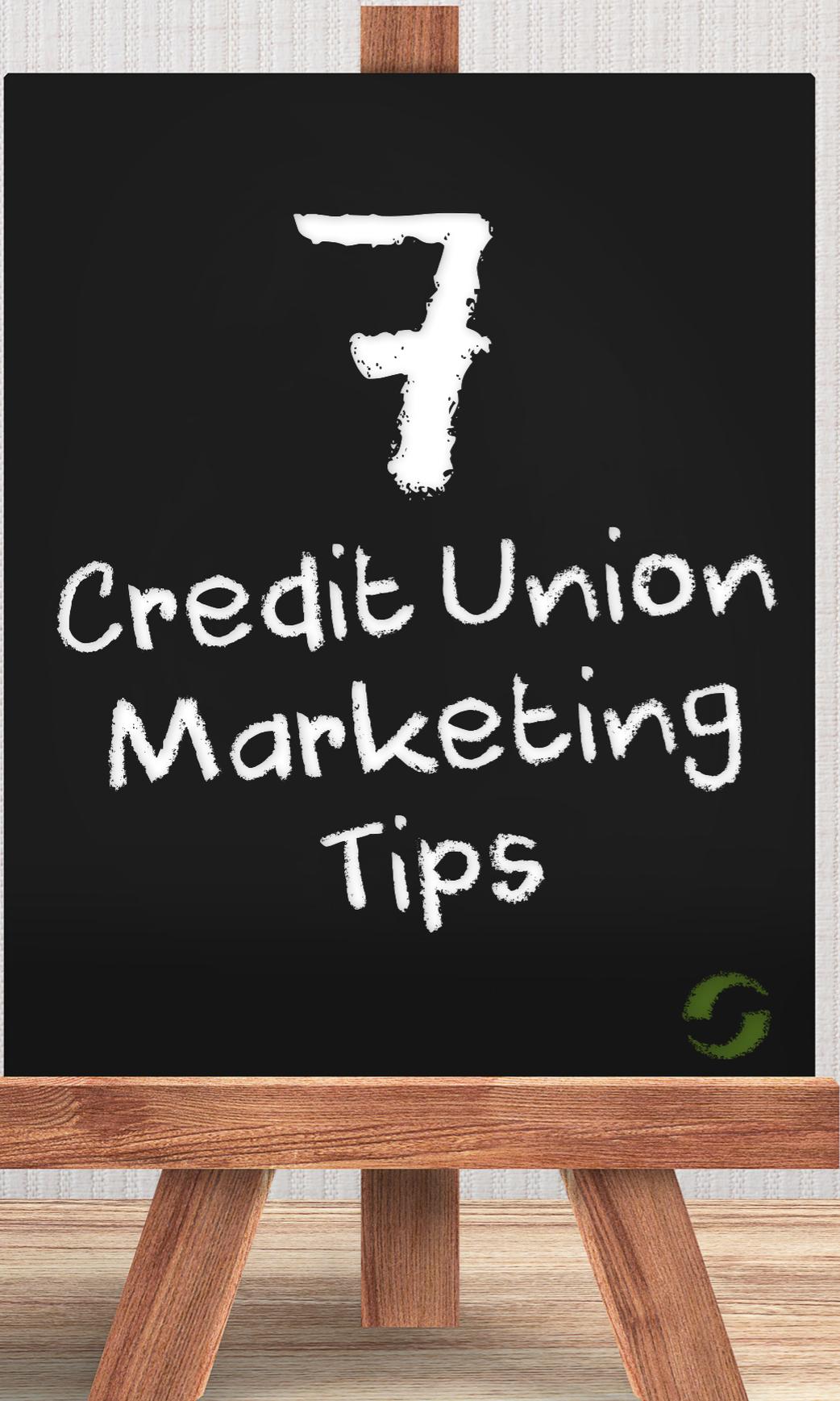
Credit Union  
Marketing  
Tips



From



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## The future is here now – Is your marketing team ready?

While tried and true techniques can be timeless, equally important is staying ahead of the curve by keeping up-to-date on the latest tips and trends—both inside and outside of the credit union industry.

Regardless of industry, top marketers know that today's efforts have to revolve around the customer experience (or in our case, the member experience), providing seamless channel coordination, and leveraging data and technology. Let's review seven tips to help guide your credit union's marketing strategy for the future.



# It's All About Member Experience

*68% of marketers feel their company is increasingly competing for the customer experience.*

Using tools such as transactional data mining, tracking member insights and analytics, and executing onboarding and reboarding campaigns are ways that credit unions can ensure that they are exceeding their members' expectations.

# Make it Personal

***52% of consumers are likely to switch brands if a company doesn't personalize communications to them.***

Call it "The Amazon Effect," but consumers have now come to expect consistent experiences that are personalized. People are expecting their data to be used in order to be provided with better experiences.

Credit unions have access to an enormous amount of personal data that pertains to their members. Using core, transactional, or ACH data, to name a few, credit unions can target communications to reach select members with the right offer at the right time.



## Keep it Clean – Your Data, That is

With more and more sources available, data can be overwhelming – but having these resources are invaluable to your credit union and its potential to reach members in a personal way. One way to keep data sets straight is through data mining.

# Be Present Where Your Members Are

Facebook, Twitter, YouTube, Instagram, texting, videos, even email...in the history of communications, relatively speaking, these are tools that marketers in the not-so-distant past couldn't have fathomed even existing. These are the tools of the trade today. What will tomorrow's channels be?

Members now expect that no matter how they are connected, whether it is by desktop, mobile app, social media, etc., that their brand experience remains consistent. 71% of minutes spent online in the U.S. are accessed via a mobile device.\* Video advertising, texting, apps, sponsored content, and video are a few channels showing rapid growth.



## Marketing and Member Service Go Hand in Hand

“Collaboration” is a buzzword in both marketing and business. A function of branding, ensuring that members are alerted to special offers, promotions, or events via your communications channels is essential. This requires collaboration, between marketing and other credit union divisions to ensure your brand is upheld and presented consistently to your members.

# Emerging Technology Builds Momentum

Artificial Intelligence (AI), devices connected to the Internet of Things (IOT), social listening tools, loyalty program platforms, managing campaigns from mobile devices, and customer identity and access management (CIAM) are a few tools expected to have rapid year-over-year growth.

Some of these tools are being leveraged by credit unions, such as integration of their digital banking platforms with Amazon Echo's Alexa. The biggest area of growth is anticipated to be in AI, which is being termed the "AI Revolution."

# Managing Data Effectively

The goal of our marketing, while reaching a defined audience, is ultimately to make the member feel like it is 1-to-1. Implementing a Customer Relationship Management System (CRM) and measuring member insights and analytics are the top two ways that data can be managed to create 1:1 marketing across all touchpoints.

Track the data that you have and the content that you've pushed to different data sets. Focus on reaching members on every channel you possibly can, and track this so it can be measured and analyzed.

**Maximize your channels.**

Setting  
Your  
Stage  
for the  
Future.



With MarTech and FinTech becoming more and more complex, going it alone is no longer an option. Partnerships and collaboration are the keys to successful, personalized marketing that leverages data and provides valuable insights to your credit union.

Whether you have new ideas or questions that you want to discuss, Synergent Marketing Services is here to help. We have the tools, tips, and tricks (such as our calendar sharing service) to help plan your future strategy.

Contact us today at

[marketingservice@synergentcorp.com](mailto:marketingservice@synergentcorp.com).



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