



MARKETING



ENHANCED EMAIL MARKETING

Programs Positioned for Strengthening Member Relationships

Marketing Services has been helping credit unions target messages with opt-in email and e-newsletter marketing programs for decades. We start by listening to your goals, then build a custom program to reach members. The enhanced service includes ideas on how to collect email addresses, add branding to e-marketing and track responses.

- Receive an enhanced program with Synergent, that includes list management, building an online form or lobby campaign, gathering opt-in emails — and even managing the upload of email addresses.
- Work directly with an email designer, who will assist you with creative, layout, headlines and body copy.
- Scheduling the day and time to send emails is a breeze. The platform guarantees most emails make it to member inboxes and fully complies with CAN-SPAM.
- Easy to review and interpret tracking and reporting.

Most email providers are web-based and take more time to manage, design and send communications. Synergent offers an enhanced approach to save your credit union time and money.

Email Marketing Solutions for Town & Country FCU

Town & Country FCU in Portland, Maine, used Synergent's Marketing Services to launch an online opt-in form, help its staff compile email addresses, and design an email that complemented its newly branded website and newsletter.

- Within the first month, over 600 members signed up for an e-newsletter
- Within six months, the open rate rose to over 30%, and the click-through rate on links doubled
- A single email doubled workshop participants compared to other marketing mediums

Today, Synergent furnishes reports to Town & Country FCU's marketing team on what content captures members' attention. The reports help the credit union determine members' interests and based on this information, where to position its products and services.

"You can grow your membership using signup forms to increase your audience and offer products to new members. Your emails connect members to your website or your branch, with simple tools that allow you to do it all from wherever you are."

~ Doug MacDonald
Vice President
Synergent Marketing
Services

continued

For More Information

Contact our Marketing
Service Representatives

800.341.0180
800.442.6715 in Maine
marketingservice@synergentcorp.com

"Data is the force behind your email success. Using lists and smart segments, your marketing instantly drives engagement to create more value over time.

~ Jen Braziel

Data Mining Specialist
Marketing Services

Rainbow FCU: Partnership for Success

Nicole Mailhot, Human Resources & Marketing Director for Rainbow FCU, headquartered in Lewiston, Maine, shares her experience working with Synergent Marketing Services.

How did the partnership with Marketing Services begin?

I have worked in marketing in various capacities for almost 10 years and was pretty set in my ways on who I used for vendors for different marketing channels. I was introduced to Synergent when I first started at the credit union, but was hesitant to use their services due to the cost. But, after taking on additional job responsibilities at the credit union, I quickly realized that the level of service I received from Synergent was well worth the money, and the time they saved me was even more valuable.

PACK YOUR BAG WITH CONVENIENT SERVICES!

Rainbow Federal Credit Union is your passport to convenient financial services that you can manage anytime and anywhere.

- ONLINE BANKING**
Access your accounts online 24/7.
REGISTER | LOG IN
- MOBILE BANKING**
Stay connected with Rainbow's mobile app.
Available on iTunes and Google Play.
- ESTATEMENTS**
Electronic statements are faster and more secure than paper.
SIGN UP
- CHECKING**
Keep your Checking on route with these FREE services!
 - Remote Deposit
 - Direct Deposit
 - Bill Pay
 - Apple PayLEARN MORE
- AUTO LOANS**
Whether you're ready to buy new or find the perfect used auto, we have great rates available for you. We offer 100% financing, great terms and offer the popular GAP Plus Coverage.
APPLY NOW
- MORTGAGES**
We have a variety of terms and payment options available. We will create a home mortgage that you will be happy and comfortable with.
LEARN MORE

www.rainbowfcu.com
1-800-211-6435

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1 Lovell Street, Westbrook Falls • 112 Elm Street, South Paris

Synergent Enhanced Customized Email Marketing

How do you collaborate on your credit union goals, creative direction and review results with the Synergent team?

I had a vision of the direction I wanted the credit union to go in, but was a bit overwhelmed by the amount of work it would take to get there. I met with a whole team at Synergent to explain my ideas. They very quickly brought those ideas to life and presented me with in depth proposals for each project.

What helps you most when you work with the team to accomplish email marketing?

Email marketing was something I was very hesitant on using at first because I had always used Constant Contact on my own. But after Doug MacDonald proposed to me the "self-service" version of the product, I was sold! I am able to create and manage my own campaigns, but with the added benefit of the more sophisticated reporting Synergent offers, and the seamless way it works with my onboarding program.

What is the best part of having a partner execute your email marketing for you?

I am a one person marketing department and it is great to have a partner at Synergent that I can run ideas by and get input from for my projects. They have exceptional customer support.

How did you determine email marketing was the major driver for your communication plan?

I have always used email marketing as part of my marketing plan. It is BY FAR the least expensive and most effective way to reach my membership base. It is very simple to collect email addresses and keep up-to-date contact lists. Being cautious not to over-send, (I send one promotion and one newsletter per month), I have an above average open rate and it is a primary driver of my website traffic.

For More Information

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 **SYNERGENT**
synergentcorp.com

RIGHT TIME. RIGHT PLACE. RIGHT SOLUTION.