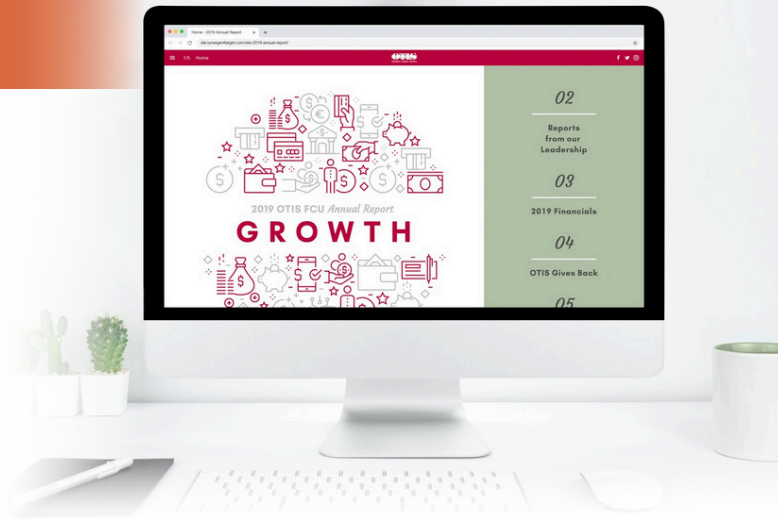


MARKETING



WHAT IS AN INTERACTIVE DIGITAL PUBLICATION?

An interactive digital publication incorporates animation, transitions, sound, even video into your digital document. It essentially brings your content to life through responsive HTML that is a hybrid between a traditional, static document and a webpage. Interactive Digital Publications are viewable on any device—smartphone, tablet, and desktop—optimizing content on each.

“You want to grab members attention while providing them valuable, accessible information,” shared Doug MacDonald, Synergent’s Vice President of Marketing Services. “Interactive Digital Publications provide members with an experience, no matter where they are. Offering an engaging vehicle to share and convey proactive and pertinent content provides a personalized experience for each member and is key to creating memorable connections.”

An interactive digital publication brings a traditional document to life online.

- Responsive, interactive HTML
- Incorporates animations, transitions, sound, and/or video
- Engages target audience
- Provides members with an experience

BENEFITS OF INTERACTIVE DIGITAL PUBLICATIONS FOR CREDIT UNIONS



TIMELY

Can be sent at your convenience



MEASURABLE

Offers traceable results on opens, clicks, and readership



COST-EFFICIENT

Savings in time, printing, and mailing costs



RECEPTIVE

Provides a higher response rate with audiences who opt-in to receive email communications

For More Information

Contact our Marketing Service Representatives

800.341.0180

800.442.6715 in Maine

marketingservice@synergentcorp.com

EXPERIENCE AN INTERACTIVE DIGITAL PUBLICATION

See the difference. View this document as an interactive digital publication by visiting <https://synergentcorp.com/IDP>.

OTIS FCU, headquartered in Jay, ME, partnered with Synergent's Marketing Services team to create their annual report. Check out their Annual Report as an example of an interactive digital publication by visiting <https://synergentcorp.com/OTISAnnualReport>.



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ANYTIME, ANYWHERE

Annual reports and newsletters are regularly presented as interactive digital publications, but this format can be used for nearly any type of multi-page document or brochure you wish to create! We have many themes that can be selected from off the shelf, or our team can help customize your project to reinforce your branding, design, and message.

CREATING THE CONTENT

Being strategic about what goes into your interactive digital publication is key to its success. Keep the following in mind to guide your content from the start:

- Establish your objectives
- Include strong branding and a creative title
- Grab attention throughout with graphics and strong headlines
- Integrate your message across channels

INTEGRATED MESSAGING

Whether using interactive digital publications or otherwise, integrated marketing campaigns are strongest when your graphics and message themes are shared across a variety of customized member touchpoints, such as:

- Brochures
- Direct Mail
- Signage/Posters
- Statement Inserts
- Web Banners
- Email Marketing

LEARN MORE

Partner with Synergent Marketing Services for your next campaign. Contact us at marketingservice@synergentcorp.com to get started.



RIGHT TIME. RIGHT PLACE. RIGHT SOLUTION.