



MARKETING



SEBASTICOOK VALLEY FCU ONBOARDING CAMPAIGN

An Evolution From Onboarding to a Whole Brand Initiative

Your brand should tell a story about who your credit union is, but it also needs to resonate emotionally with your members. Seabasticook Valley FCU and Synergent partnered to develop a strategy, design, and content to bring their onboarding campaign to life.

Seabasticook Valley FCU recognized that many new members were not aware of all of the products and services available to them. In launching an automated onboarding campaign, the goal was to welcome new members while increasing product penetration and member retention. During their first 30 days of membership, new members received a personalized postcard with an outdoorsy theme featuring words like “discover,” “explore,” and “navigate” to suggest actions the member could take in adopting additional products and services.

To further connect with their members, imagery was chosen that reflected the region in which Seabasticook Valley FCU is located: an outdoor haven for nature enthusiasts that contains lakes, rivers, and ever-changing foliage. From this idea, “Experience Maine” was born. The idea of experiencing Maine with a financial partner that knows and understands their members leads to trust, member retention, and continued growth.

Brand Evolution

Since the start of the onboarding program, Seabasticook Valley FCU has been adopting the “Experience Maine” theme, look, and feel with its branded collateral. From drive-up envelopes and member agreements to auto and credit card direct mail campaigns, the collateral showcases a relatable, professional, colorful, and fresh look while reinforcing the Seabasticook Valley FCU

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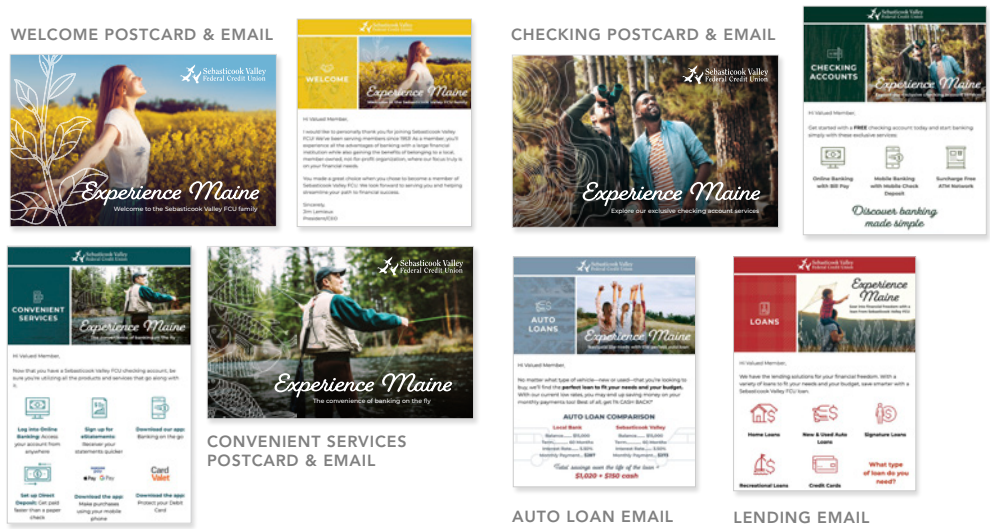
WELCOME, AUTO AND LENDING ONBOARDING POSTCARDS

“We have never had a solidified brand at the credit union and realized now is the perfect time to create an identity that tells a story about who we are starting with our new members. The onboarding program’s outdoorsy theme Synergent Marketing Services developed is exactly what we were looking for. It represents our geographical area and the down-home Maine feel.”

~ **Mindy Nyman**
 Operations Manager
 Seabasticook Valley
 FCU

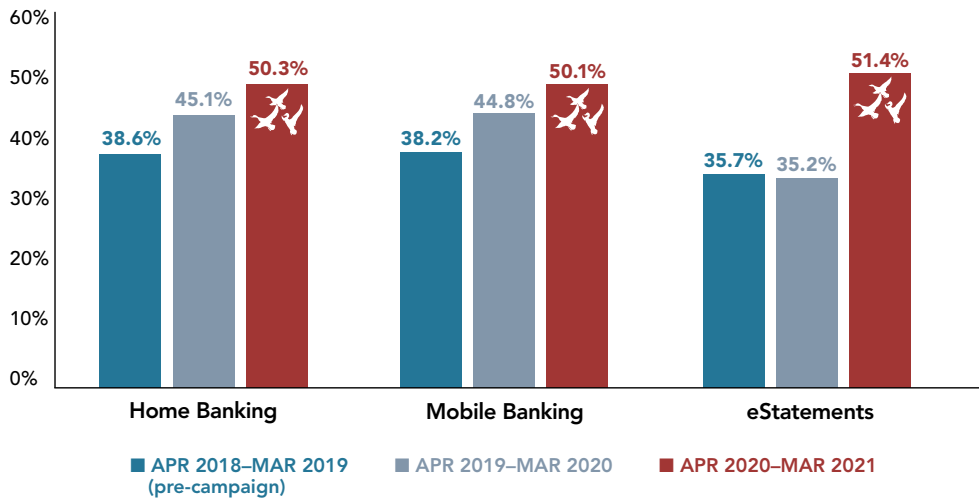
Campaign Services Included:

- Comprehensive Creative Concept and Design
- Copywriting, Proofreading, and Message Development
- Automated Data Programming
- Full-Color Postcards
- Companion Email Template Development
- Automated Email Programming
- Unique URL Redirect
- List Preparation and Mailing Services
- Tracking, Monitoring, and Reporting

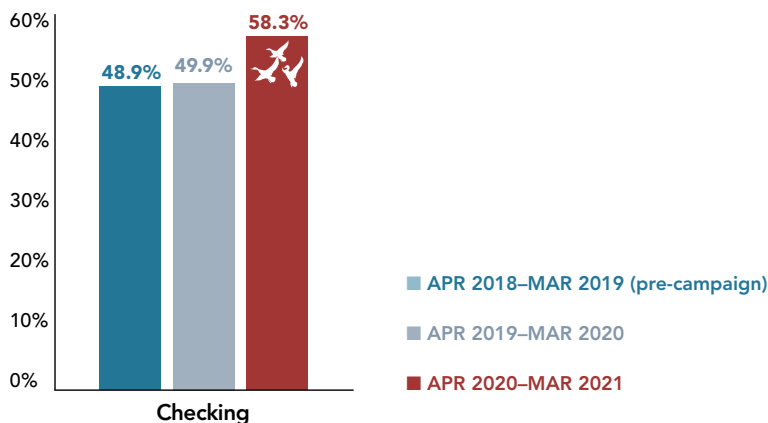


brand. The theme, brought to life by Synergent's award-winning creative team, was judged among hundreds of credit union marketing entries and won a Gold MAC Award for Image Enhancement and a CUNA Marketing & Business Development Council Diamond Award for Brand Awareness.

New Membership E-Services Adoption



New Membership Checking Adoption



Award Winning



Diamond - Brand Awareness



2020 Gold Image Enhancement

For More Information

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