

CUSG MARKETING SOLUTIONS LLC

Back to Business Webinar Series

August 2020

MARKETING IN THE NEW NORMAL DEEP DIVE



CUSG MARKETING SOLUTIONS LLC | BACK TO BUSINESS SERIES



Back to Business
Series Intro
**WATCH ON
DEMAND**



The Importance of
Member Feedback
**WATCH ON
DEMAND**



How to Maximize
Member
Engagement
**WATCH ON
DEMAND**



Marketing in the
New Normal
August 6th



INTRODUCTION



THINGS HAVE CHANGED



INTELLIGENT MEDIA



MARKETING TACTICS



BEST PRACTICES

INTRODUCTION

CUSG MARKETING SOLUTIONS LLC | INTRODUCTION



Marketing Strategy

- Strategy Development
- Marketing Consultation
- Channel Agnostic
- Solutions to fit your objectives



Branding and Creative Services

- Campaign Development
- Marketing Materials Development
- Logo and Tagline development
- Messaging
- Video Production



Integrated Media Solutions

- Lead Generation
- Awareness Campaigns
- Targeted Campaigns
- Digital Marketing
- Traditional Marketing
- Social Media Marketing



Member Experience and Engagement

- Member Experience Management Strategy and Platform
- Social Media Strategy
- Internal Communication Strategy



Marketing Technology and Automation

- Data Analytics
- Marketing Automation Platform



Andre Mello
Marketing Solutions
Sales Manager



Tracie Reihm
Marketing Consultant

THINGS HAVE CHANGED

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We are going through the same storm,
but we are not in the same boat.

Different financial
situations

Different comfort
levels

Different work/life
situations

Different consumer
segments*

- Hibernate and Spend
- Stay Calm and Carry On
- Save and Stock Pile
- Cut Deep



**https://www.ey.com/en_ro/news/2020/05/ey-future-consumer-index--four-consumer-behavior-trends-emerge-d



Media consumption has changed

Online media has surged

Some verticals thriving, others faltering

Consumption times have changed

Change in consumption affect rates, awareness and conversion levels

SMARTPHONE OR
MOBILE PHONE*



76%

SMART TV OR MEDIA
STREAMING DEVICE*



34%

LAPTOP
COMPUTER*



45%

*percentage of internet users who report spending more time using devices in recent week. Study by global web index. Visit [globealwebindex.com](https://www.globealwebindex.com) for more details.

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Reasons for online surge

More time in front of a computer

E-commerce is your store front

Searching for information/education

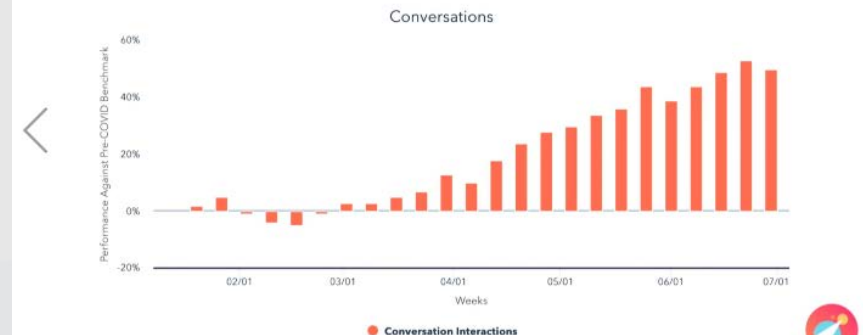
78%
of consumers
want financial
advice*

28%
of consumers
ACTUALLY
receive advice*

ONLINE BEHAVIOR



CONVERSATIONAL MARKETING

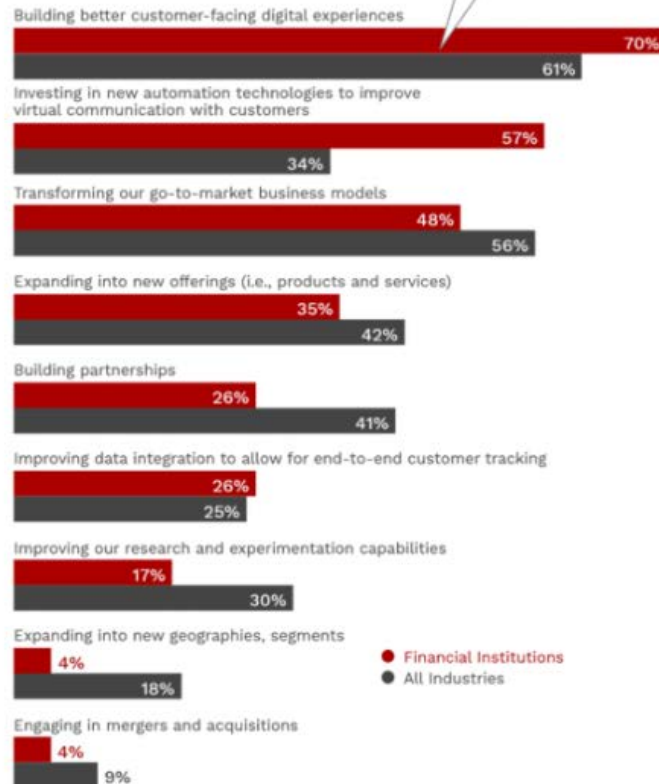


REIMAGINE MARKETING |

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Shift in marketing resource allocation during COVID-19

Q: Considering marketing opportunities, what activities have you shifted resources to during the pandemic?



SOURCE: CMO Survey May 2020 © July 2020 The Financial Brand

Marketing budgets and resources are shifting

Budgets are being cut or repurposed

Focus on digital experiences

Investing in technology to improve communications

Transforming go to market business model

POLL #1

REIMAGINE MARKETING | 10

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Messaging and product offers have changed

Members are more sensitive and emotional

Message content and frequency

Focus on support and community

20
Decrease in Consumer
Confidence Index
points YOY *



You: why is my balance so low
Bank account: make coffee at home
Bank account: eat the food that's already in the fridge
Bank account: you don't need a cab, it's only three blocks
You: I guess we'll never know
Bank account: seriously?

#MondayMotivation

1:57 PM · Apr 29, 2019 · Twitter Web Client

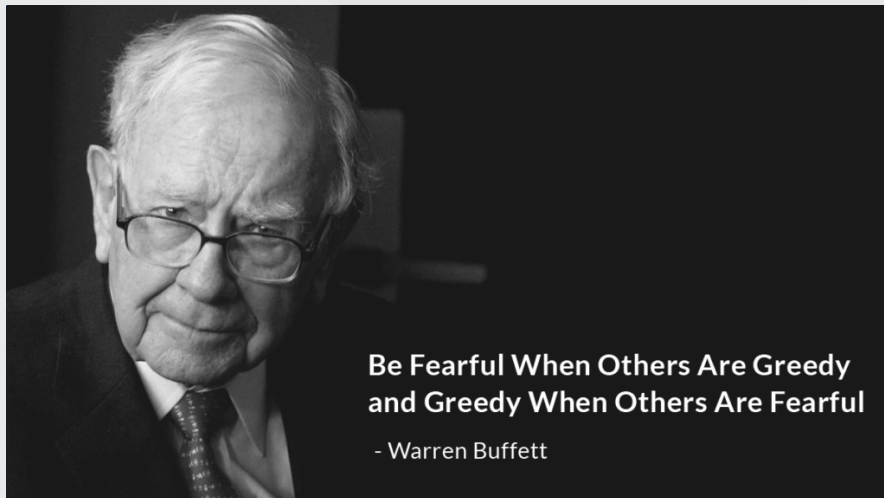
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“The technology that has changed the marketing world and will continue to change it is the ability to treat people differently – instantly and at scale. That is what you must invest in.”

– SETH GODIN
BEST-SELLING AUTHOR
AND MARKETING GENIUS



THE FINANCIAL BRAND



**Be Fearful When Others Are Greedy
and Greedy When Others Are Fearful**

- Warren Buffett

There is opportunity, even in a crisis

Lower media rates

Consumers looking to switch to save

Streamlining and process improvements

Constraints lead to innovation

REIMAGINE MARKETING |

INTELLIGENT MEDIA

What is intelligent media?

| Targeted campaigns

| Tracking and analyzing results

| Optimization



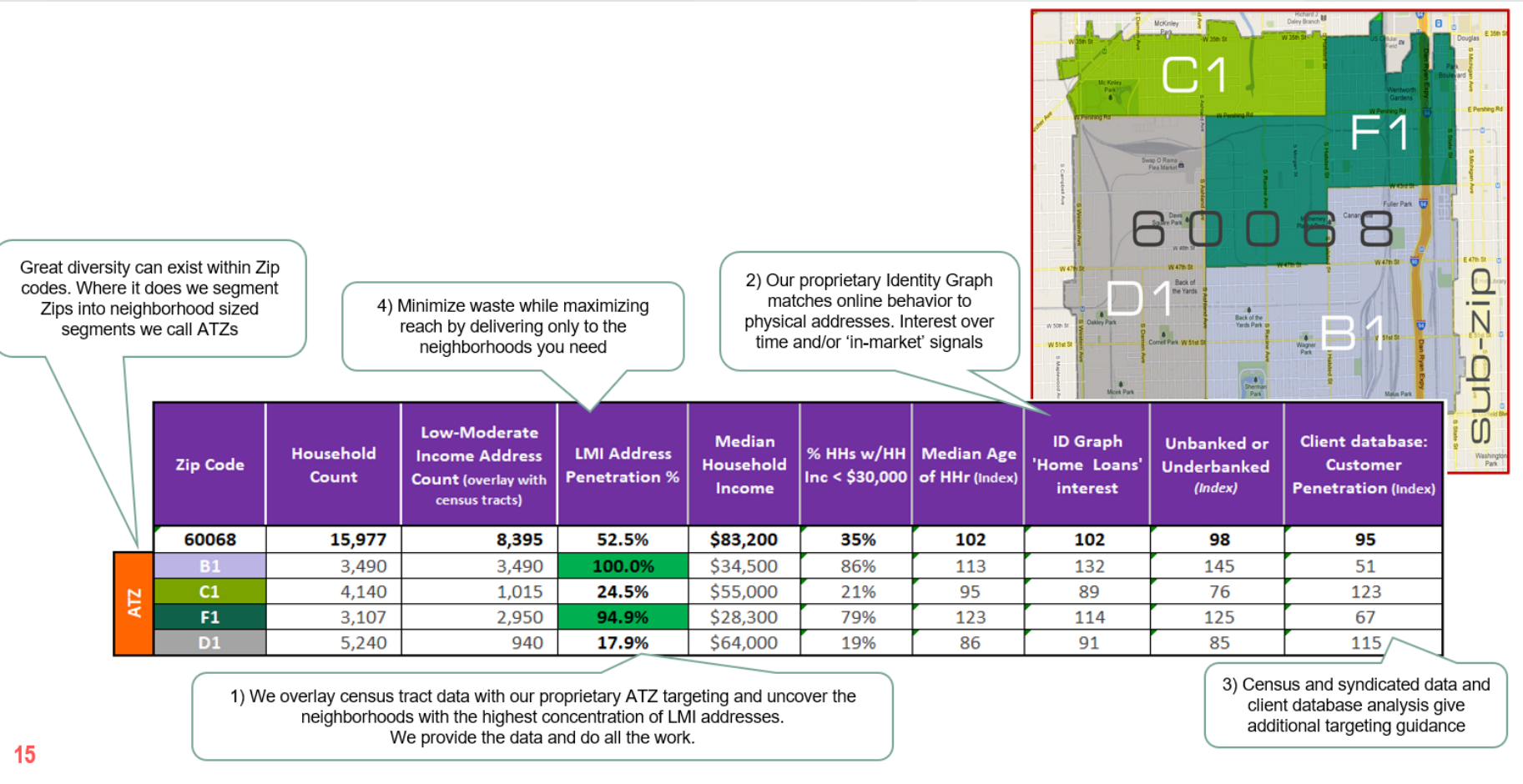


Targeting

Geographical

Demographic

Behavioral and Contextual



Traffic and Conversion Tracking

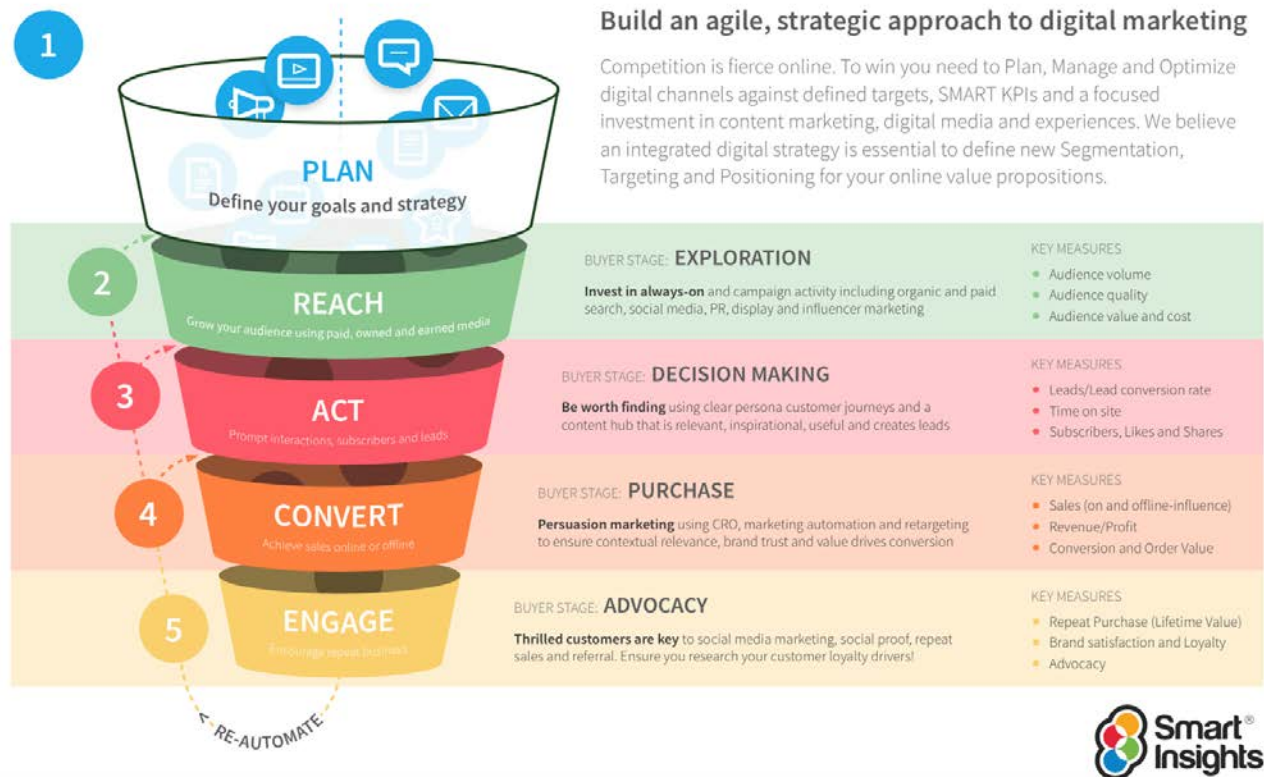
Continuous tracking and management

Understand the difference between interest and conversion

Test, Test, Test



The Smart Insights RACE Planning Framework

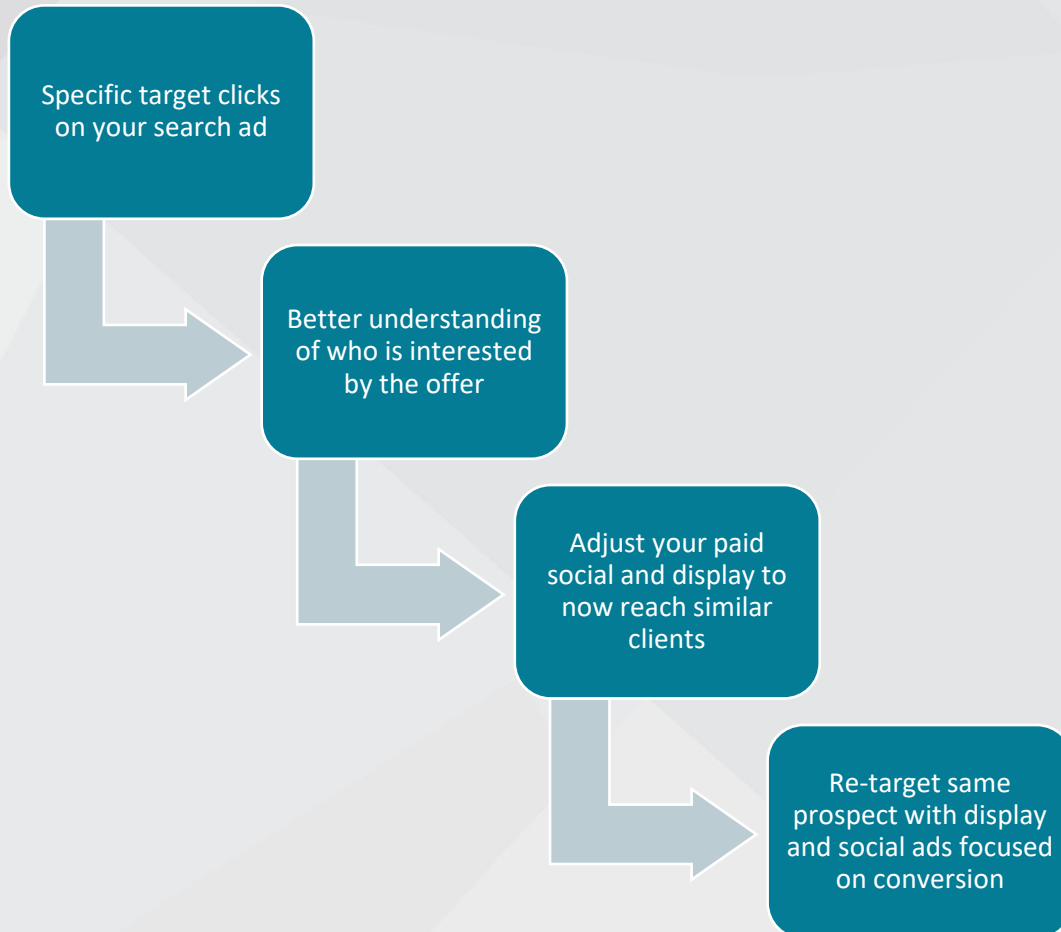


Retargeting and Optimization

Monitor who is responding

Adjust targeting accordingly

Serve them additional messages



MARKETING TACTICS

THE ELEMENTS OF A SUCCESSFUL DIGITAL MARKETING STRATEGY



Search Marketing

Your marketing foundation

Powerful tracking and analytics

Pay for performance and optimization

Many partners available

81% of the population searched for a product or service in April 2020*

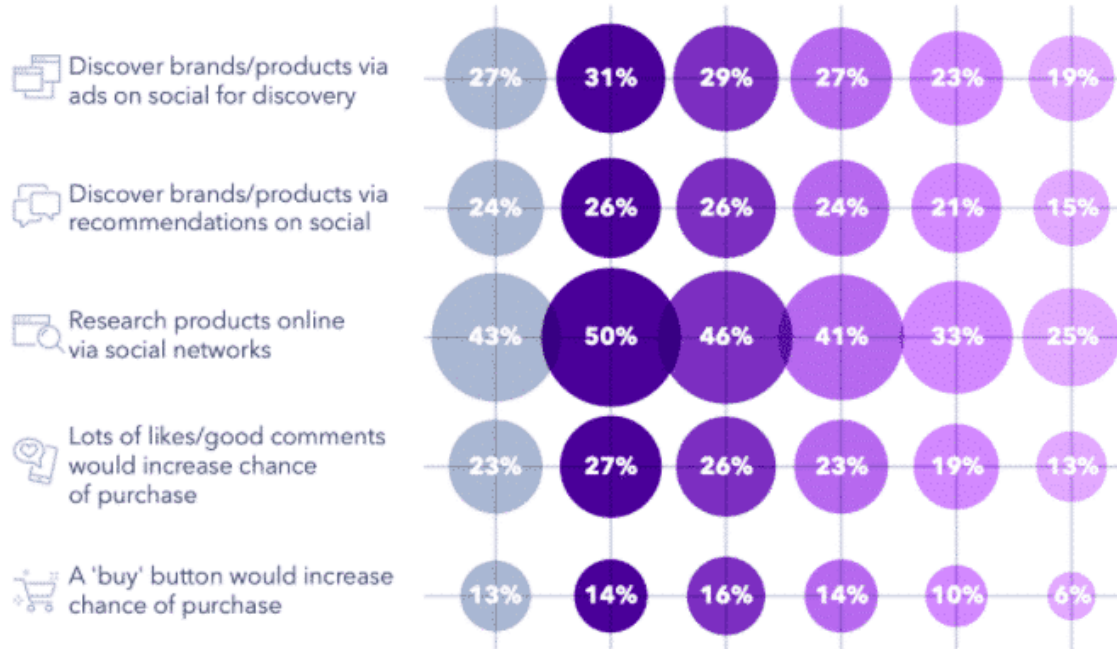
REACHLOCAL®



THE SOCIAL PATH TO PURCHASE

% who say they do the following applies to them

● Global ● 16-24 ● 25-34 ● 35-44 ● 45-54 ● 55-64



Paid Social

Social channels are great to drive engagement

Different ways to utilize social channels

Be creative and thoughtful

Provide value and speak to individuals

52% of all online brand discovery still happens in public social feeds

Facebook Considerations

Status updates, boosted post Vs. paid ads

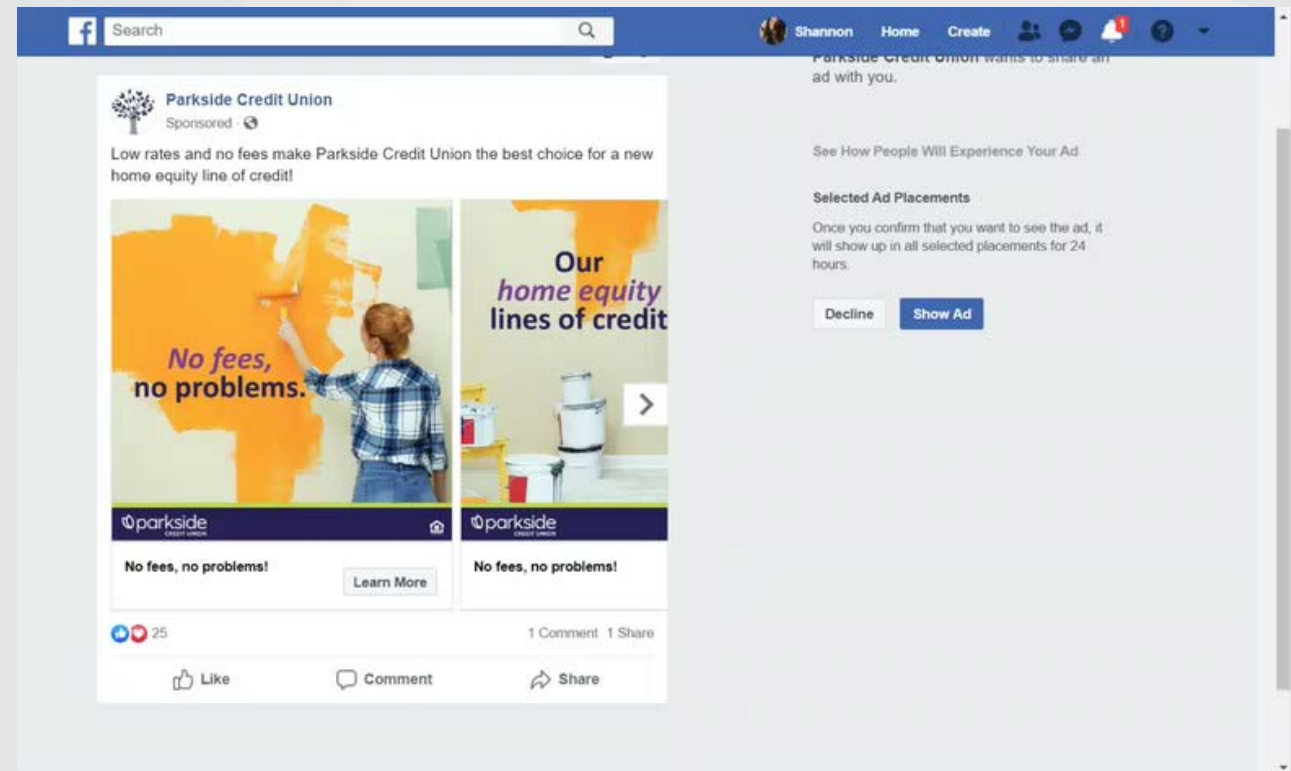
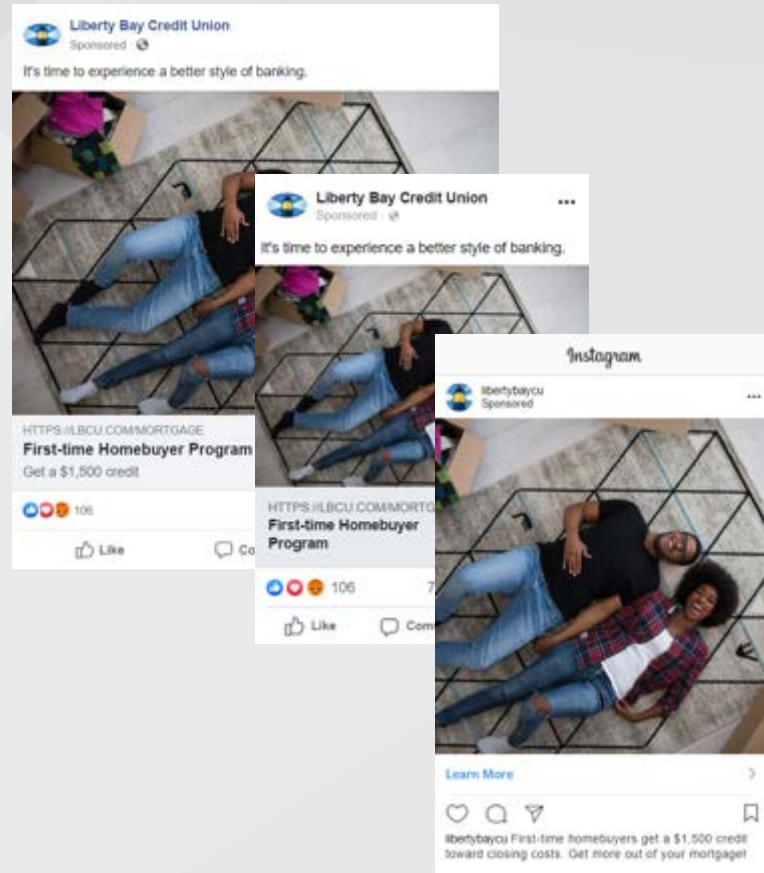
Static ads, carrousel ads, video

Buy Instagram easily at the same time

Upload member email addresses to target them effectively; and retarget site visitors



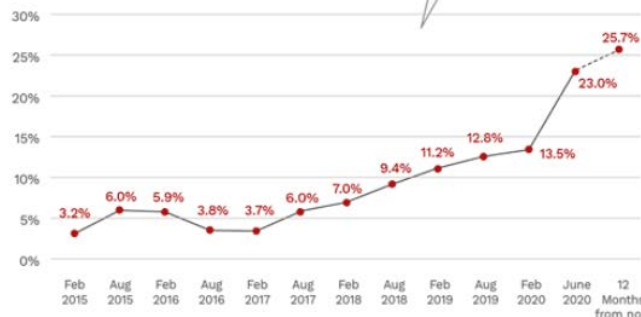
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Spending on mobile marketing increases by 70% during pandemic

Q: What percent of your marketing budget are you spending on mobile activities during the pandemic? And what will you spend in the next 12 months?



SOURCE: CMO Survey June 2020 © July 2020 The Financial Brand

Digital Display and Dynamic Mobil

Ultra -Targeted

Cross Device – Desktop | Mobile | Tablet

Mobile geo -fencing for a location

4.7
average time
spent on
mobile daily *

87%
of time is
spent on
mobile apps*

Video, Video, Video

Pre-Roll and Paid Social

OTT & Connected TV

Not just for advertising

64%

of US consumers have never had cable, are planning to cut the cord, or have already cut their cable subscriptions*

74%

of 18-34 year old US consumers never had cable, are planning to cut the cord, or have already cut the cord*

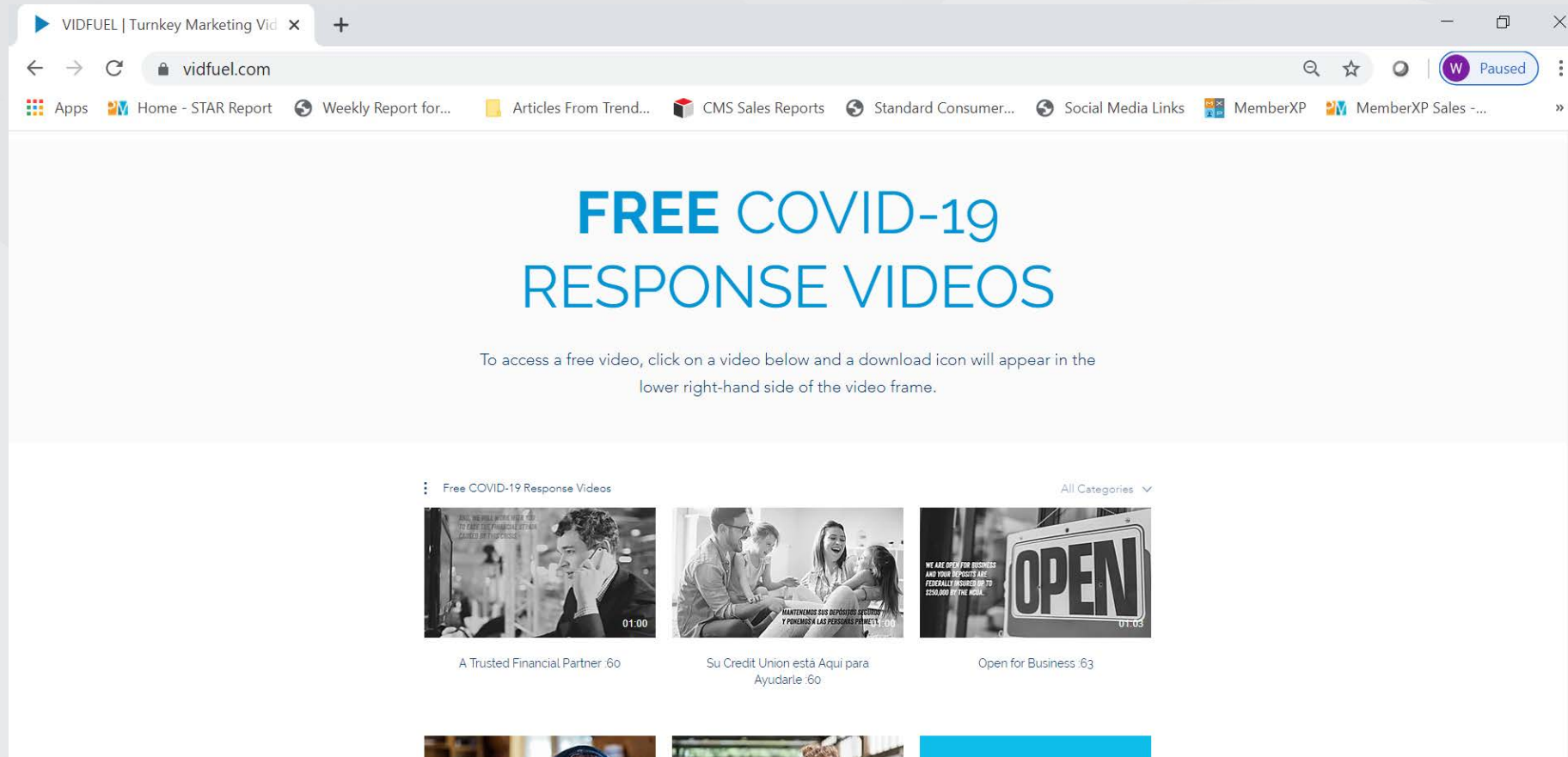




**A MESSAGE FOR OUR
MEMBERS AND COMMUNITY**



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Direct Mail is Still Relevant

Most households still check mailbox daily

Mail must be handled —it's tangible

Direct mail achieves an average 4.4% response rate versus email of .12% (source: DMA)

Cost per action average: \$41.43

36%

of people under 30 look forward to checking their mailboxes every day*

95%

of 19 to 29 year olds have a positive response to receiving personal cards and letters*



BEST PRACTICES

Best Practices

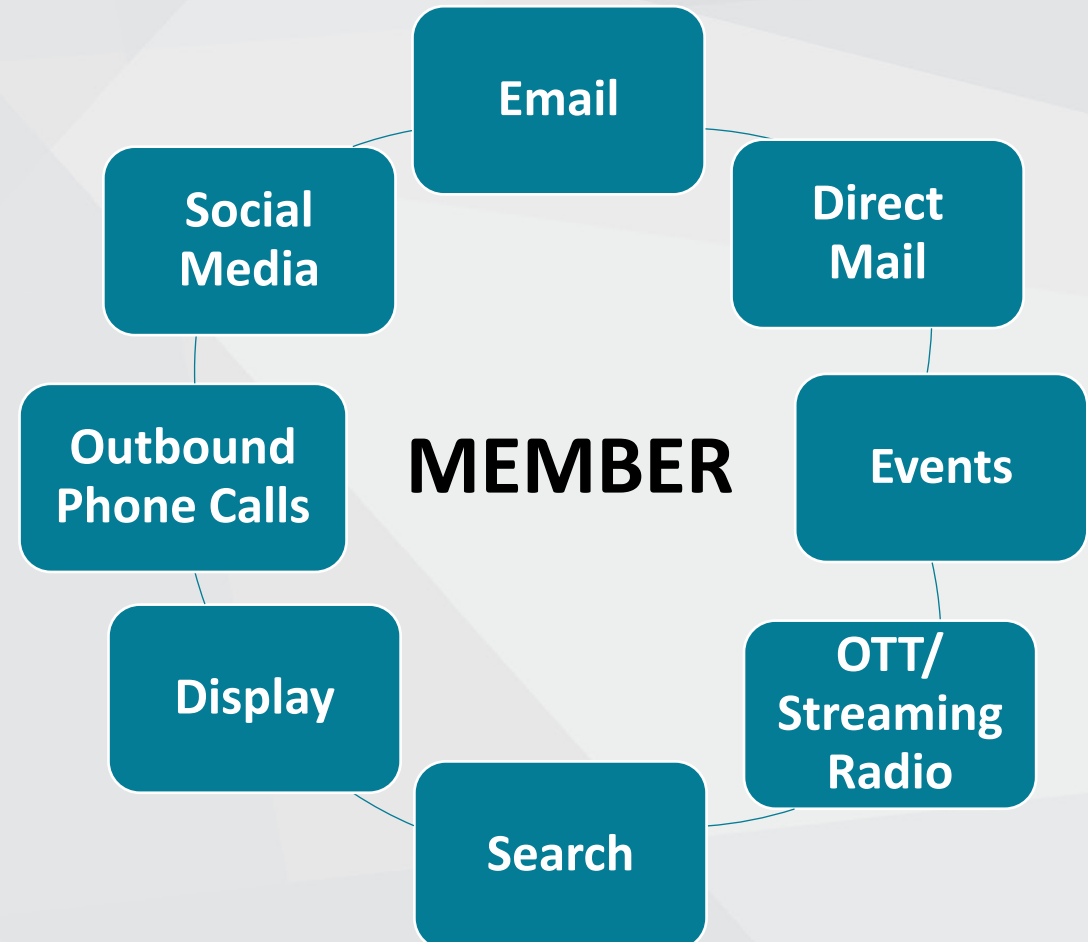
Integrated, Multi -
Channel Media
Campaigns

Track and review
results

Focus on targeting,
and retargeting of
prospects

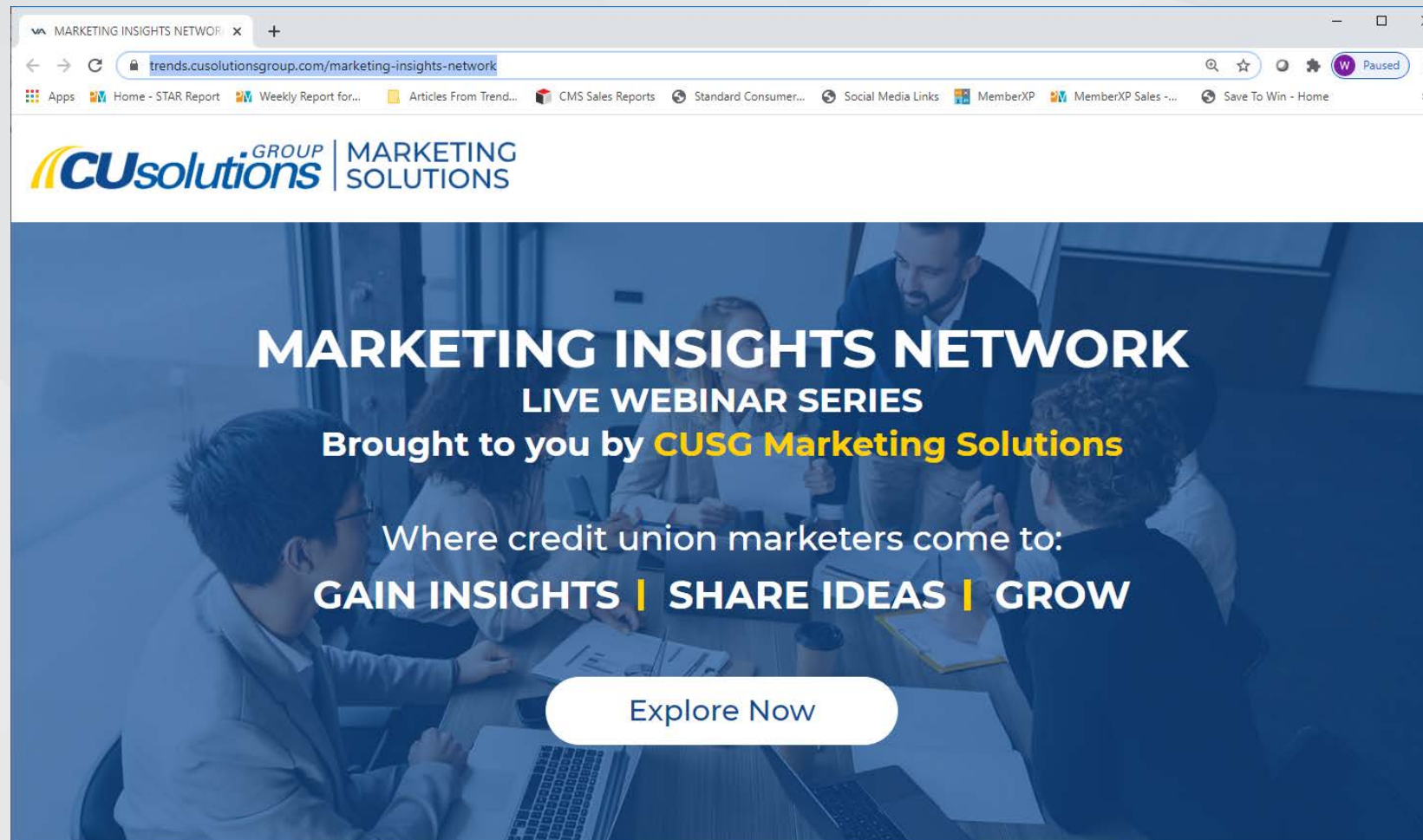
Reduce reach
Increase frequency

Relationship
Marketing



WAIT... THERE IS MORE

CUSG MARKETING SOLUTIONS LLC | MARKETING INSIGHTS NETWORK



The screenshot shows a web browser window with the URL trends.cusolutionsgroup.com/marketing-insights-network. The browser's address bar and tabs are visible at the top. The website header features the **CUsolutions GROUP** logo and the text **MARKETING SOLUTIONS**. The main content area has a blue-tinted background image of people in a meeting. Overlaid on this image is the following text:

MARKETING INSIGHTS NETWORK
LIVE WEBINAR SERIES
Brought to you by **CUSG Marketing Solutions**

Where credit union marketers come to:
GAIN INSIGHTS | SHARE IDEAS | GROW

Below the text is a white button with the text **Explore Now**.

NEXT STEPS

Register for future webinars

Share recording with your team

Send us any questions you may have

Schedule a marketing discussion

Andre.Mello@cusolutionsgroup.com

Tracie.Reihm@cusolutionsgroup.com



THANK YOU!