

CUSG MARKETING SOLUTIONS LLC

Back to Business Webinar Series

June – August 2020



CUSG MARKETING SOLUTIONS LLC | BACK TO BUSINESS SERIES



Back to Business
Series Intro
June 25th



The Importance of
Member Feedback
July 9th



How to Maximize
Member Engagement
July 23rd



Marketing in the
New Normal
August 6th

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

WHAT WE HAVE LEARNED FROM THE SHUT DOWN

CUSG MARKETING SOLUTIONS LLC | LESSONS FROM THE SHUT DOWN

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

CUSG MARKETING SOLUTIONS LLC | LESSONS FROM THE SHUT DOWN



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.

REIMAGINE MARKETING |

CUSG MARKETING SOLUTIONS LLC | LESSONS FROM THE SHUT DOWN

How you interact with members has changed

Virtual and touchless ways to interact

Continuous improvement

Different levels of comfort

Different needs for different members



CUSG MARKETING SOLUTIONS LLC | LESSONS FROM THE SHUT DOWN



Messaging and product offers have changed

Members are more sensitive and emotional

Message content and frequency

Focus on support and community

Members looking for answers and advice

78%
of consumers
want financial
advice*

28%
of consumers
ACTUALLY
receive advice*

<https://www.jdpower.com/business/press-releases/2018-us-retail-banking-advice-study#:~:text=According%20to%20the%20J.D.%20Power,say%20they%20receive%20financial%20advice.>

REIMAGINE MARKETING |

IMPORTANCE OF MEMBER FEEDBACK



Feedback is a gift

#1 way to generate awareness

Solutions based on member experience

Validation on current initiatives

Several ways to collect and act on feedback

A 360 view, and experience management, is key for long term success

Continuous tracking and management

Different experiences depending on product, location, employee, etc.

Different experiences for different member groups



CUSG MARKETING SOLUTIONS LLC | THE IMPORTANCE OF MEMBER FEEDBACK



The more specific your feedback is, the more insights you will be able to garner

Measure effort levels in addition to satisfaction scores

Experiences can be affected by multiple factors

Compare and contrast scores for context

Quantitative AND qualitative feedback

Negative feedback is an opportunity for creating brand ambassadors

Not all dissatisfied members leave feedback

How you respond affect the experience of this member and others

Turning experiences around generates more loyal members and word of mouth

Find ways to identify bad experiences and use them to generate change

34%

of consumers likely to leave bad review*

52%

of consumers expect business to respond to their concerns*

62%

of consumers say they do not receive responses back*

89%

of consumers read company responses to reviews*





Leverage positive feedback to help your marketing efforts

Consumer's path to purchase has changed

Reviews drive engagement and word of mouth

Increase review and comment engagement by asking for members to share

Leverage positive feedback as testimonials and reviews

97%
of people read
reviews for local
business*

90%
of consumers
said positive
reviews impact
decisions*

68%
Of consumers will
leave review if
asked*

89%
of consumers
read company
responses to
reviews*

HOW TO MAXIMIZE MEMBER ENGAGEMENT

Don't Hope for Engagement, Drive Engagement

Engagement is two way street

Offers drive leads,
not engagement

Several ways to engage
with members

Create habits to drive
predictable behavior





Social, Social, Social

Social channels are great to drive engagement

Different ways to utilize social channels

Be creative, thoughtful and engaging

Provide value and speak to individuals



\$SAVE TO WIN®
**THE SMARTEST
WAY TO SAVE**



Love My Credit Union®
rewards

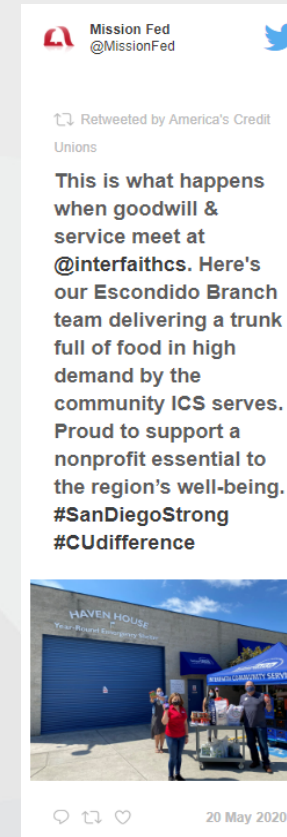
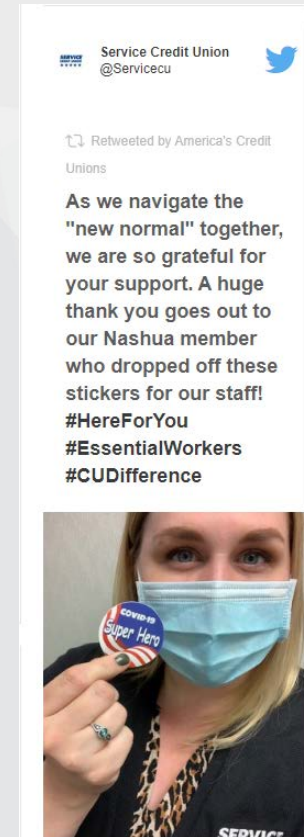
Focus on providing value and positivity whenever you can

Leverage programs that can bring positive messages and value to members

Find ways to continuously celebrate and reward members

Generate excitement and positivity

CUSG MARKETING SOLUTIONS LLC | HOW TO MAXIMIZE MEMBER ENGAGEMENT



CUSG MARKETING SOLUTIONS LLC | HOW TO MAXIMIZE MEMBER ENGAGEMENT



Leverage Tools for Operational Efficiencies

Technology can help you become more efficient

Optimize your campaigns to reach a more receptive audience

No need to reinvent the wheel; leverage resources in the market place

CUSG MARKETING SOLUTIONS LLC | HOW TO MAXIMIZE MEMBER ENGAGEMENT

The screenshot shows the MemberXP website in a web browser. The browser's address bar displays 'memberxp.com'. The website's header includes a navigation menu with links: ABOUT, SOLUTIONS, RESOURCES, BECOME A SHOPPER, MEMBER EXPERIENCE BLOG, CONTACT US, and UPCOMING EVENTS. Below the navigation, there is a large orange banner with the text 'How are your members doing?' and 'Free COVID-19 Member Feedback Survey Now Available'. A 'Start Here' button is located below the survey announcement. Below this banner, there is another orange section with the text 'Member Experience. Your Credit Union's Only Brand Differentiator.' and a sub-headline: 'We help credit unions create brand-defining member experiences through Voice of Member feedback collection and a powerful, industry-specific analytics platform.'

MemberXP

memberxp.com

Apps Home - STAR Report Weekly Report for... Articles From Trend... CMS Sales Reports Standard Consumer... Social Media Links MemberXP MemberXP Sales -...

Schedule a Live Demo! Login

MEMBERXP[™]
COMPLETE MEMBER EXPERIENCE SUITE

ABOUT SOLUTIONS RESOURCES BECOME A SHOPPER MEMBER EXPERIENCE BLOG CONTACT US UPCOMING EVENTS

How are your members doing?

Free COVID-19 Member Feedback Survey Now Available

COVID-19 has changed how you support and communicate with members. Asking them how they're doing will help you deliver on your brand promise. MemberView's COVID-19 Feedback Pulse Survey is the first start and is now free!

Start Here

Member Experience. Your Credit Union's Only Brand Differentiator.

We help credit unions create brand-defining member experiences through Voice of Member feedback collection and a powerful, industry-specific analytics platform.

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Bank Survey, Onboarding, and Marketing Resources

onovative

Product Pricing Free Resources About

Survey, Onboarding, and Marketing Resources for Community Banks & Credit Unions

Bank Onboarding Schedules

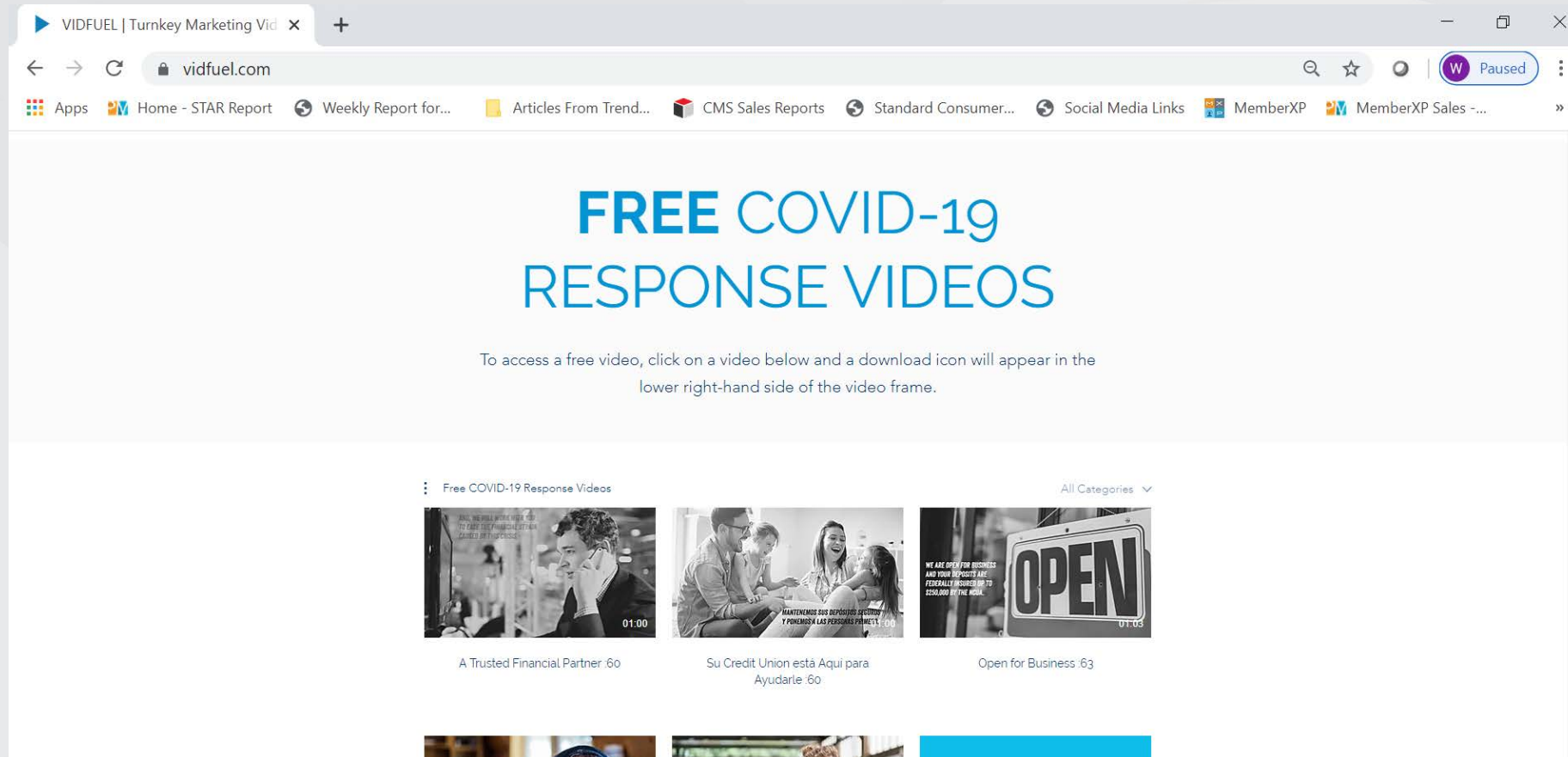
VIEW RESOURCES

Free to Use Marketing Templates & Examples

VIEW RESOURCES

Contact us

CUSG MARKETING SOLUTIONS LLC | HOW TO MAXIMIZE MEMBER ENGAGEMENT



MARKETING IN THE NEW NORMAL

CUSG MARKETING SOLUTIONS LLC | STRETCHING YOUR MARKETING BUDGET

Repurpose your budget instead of cutting it

Don't panic

Review your tactics and double down on ones that are working

Even if members are not purchasing, they are still consuming messages

Don't give the competition room to encroach

Focus on high upside tactics that are ultra targeted





Focus on conversion, not traffic

Focus on the people that are looking for you

Nurture leads and provide value

Retarget for maximum awareness and conversion

Use multiple channels to reach the same target for higher conversions

CUSG MARKETING SOLUTIONS LLC | STRETCHING YOUR MARKETING BUDGET

Adjust your messaging based on data

Constant management of messages and offers

If possible test creative/messages

Adjust message and tactics based on current state of affairs



Focus and invest in long term strategies and solutions

- Leverage opportunities to learn more

- Use insights to generate process improvements, adjust campaigns and increase service levels

- Invest in technology now to be prepared for the future



WAIT... THERE IS MORE



**The Importance of
Member Feedback**

July 9th | 11:00 EST



**How to Maximize
Member Engagement**

July 23rd | 11:00 EST



**Marketing Tactics in
the New Normal**

August 6th | 11:00 EST



NEXT STEPS

Register for future webinars

Share recording with your team

Send us any questions you may have

Schedule a marketing discussion

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THANK YOU!