



## TA DA! Marketing for Credit Unions:

99 Big Ideas on a Small Budget to Help you GET and KEEP Your Members

By Liz Goodgold

### It all Starts with the Brand

- Brands must have a singular **purpose**
- Cannot be **all** things to **all** people

### What is a Brand?

- It is a **name** that provides **identity**, **purpose**, and **meaning**
- It **differentiates** your company from **competitors**
- It acts as a shorthand **reminder** of *all* company **attributes** and **marketing images**
- Great brands are **clearly** differentiated and provide an **emotional** connection
- Essential to create the **hierarchy** of benefits

## Brand imagery

- Determine ways to **create the brand imagery**
- **Mascots** are not just for consumer companies
- Determine **do's** and **don'ts**
- Strong personality **traits** for mascots
  - **warm**
  - **fuzzy**
  - **entertaining**
- Provide **photo** opportunities!
- They are **NEVER**:
  - **scary**
  - **disgusting**
  - **body parts**

## Translating the Brand

- Earn **mindshare that** will translate into **market share**
- Must be employed **consistently** throughout
- Goal is to achieve **flawless recall**
- **Harness** the power of the phone
- Use **on-hold** messaging
- Look at the **tone** of the voice
- **Voice mail** acts are your 30-second radio commercial
- Create **signature** greetings

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## Premiums

- Must \_be **relevant** to your brand
- Not just for **humans**
- **Cheap** works too!
- Think beyond the **pen**

## Realities of a Name Change

- #1 rule = **positives** must outweigh any negatives
- Have a **transition** strategy
- Take an **evolutionary** approach
- Great brands never **die**

## Naming Criteria:

- Must be **memorable**
- Overwhelmingly **positive**
- **Strive** for unique
- Easy to **say/spell**
- Linguistically **strong**
- Avoid **generic**
- Must visually work as a **domain**

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## 5 Deadly Sins of Naming

1. Holding a **naming** contest
2. Assuming **generics** equal a brand
3. Forgetting about ADW: **acronyms don't work**
4. Letting **computers** generate words
5. Over reliance on **foreign** words/phrases

## Taglines:

- Keep it **short**
- Create it in the **present tense**
- **Reflect** the tone of the brand
- Use **humor**, if appropriate

## Color as a Branding Tool

- Imitating **natural light** motivates consumers to buy more
- **Orange**, red, and pink - make us eat more and leave quicker
- **Blue** works best in creating a relaxing, calming, and browsing mood
- **Blue** remains the overwhelmingly liked color
- **Pink** universally disliked by males

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## Sweet Smell of Branding

- Less than 2% of all communication is scent based
- Strongest tie to memories
- Opportunity for a signature scent
- Vanilla still remains man's favorite smell. In fact, all food smells rated positively by men.

## Music to Your Members' Ears

- Slow tempo music causes your customers to linger
- Fast music makes your customers move quickly IN and OUT
- ALL music has more of a positive effect on customers perception of the experience than no music
- Shoppers over age 50 shop longer and purchase more with background music than no music
- Music must remain appropriate
- Exploring zoning the music

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## Digital Marketing

- The member is in control! Must offer **alternatives**
- Email open rates average **10** and **19%**.
- **Subject** line is king
- Must not look like **phishing**
- Avoiding the **spam** filter
- Offer **incentives** for email addresses
- Enter the world of **user** generated content
- Why **contests** work

## Maximizing Your Web Presence

- Using **hot** spots
- Power of SEO: **search engine optimization**
- #1 readability issue is **reverse** type
- Visitor does not navigate **linearly**

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