



## Marketing

### Overview:

What's your toughest credit union marketing challenge today? Membership growth? Coming right up. Branding? No problem. Loan growth? We're all over it.

As a credit union marketer, you are constantly faced with marketing challenges such as more demand on bottom line results from your CEOs, tighter marketing budgets, and of course, the constant focus on member growth and retention. Your answer? The CUtv "Marketing" channel, with its creative and cost-effective solutions to reach new members while retaining current ones!

CUtv offers valuable resources to help with your toughest marketing challenges. Learn the latest strategies to ensure you get results and avoid wasting your marketing dollars on bad investments. Most importantly, CUtv's members share best practices and network with peers facing the same workday challenges, all while gaining knowledge from industry experts.

To successfully tackle your many challenges, arm yourself with CUtv to maximize your ROI.

### Audience:

Every leader in your credit union is involved in some way in marketing, and every employee is responsible for the results. More specifically, any credit union professional who is responsible for the development and implementation of marketing, sales and business development initiatives, this includes but is not limited to:

**CEOs**

**CMOs**

**Marketing Professionals**

### ■ ■ ▣ Examples of Past Webinars:

Developing SEG Relationships to Achieve Organic Member Growth

Marketing 2009 – Measuring the Impact of Your Marketing Plan

Make Every Dollar Count: Getting the Most From Your Marketing Budget

Getting in Front of It: Proactively Managing Your Credit Union's Image in a Challenging Economy

Hit Hard at the Pump: 20 Ways to Ease the Pain

Online Opportunities: E-statements and Email Exceed Expectation\$

### Topics:

- Member Growth – Boomers, Gen Y, Youth, Minorities, Unbanked
- Wallet Share
- Branding
- Relationship Based Pricing
- Client Relationship Management (CRM)
- Market Share
- Select Employee Group (SEG)
- Community Charter

### Strategic Objectives:

- Member growth and retention
- Brand and product awareness
- Effective use of your marketing vehicles
- Creative and cost-effective marketing solutions
- Approaches to ensure bottom line results and ROI
- Business Planning & Development
- Strategic Marketing



**To learn how CUtv can help your credit union:**

**Visit [CUtv.CreditUnions.com](http://CUtv.CreditUnions.com)  
Or call 800-446-7453**

*Why wait? Call now!*