

Expand.

Microsites and Mobile Websites

About Our Microsites and Mobile Websites.

With more and more people using their phones instead of their computers to search the Internet, and using them to search for focused and specific information – microsites and mobile websites may be what your credit union needs. A microsite is a great choice if you're looking to promote a specific campaign, product or service or looking to reach a targeted audience. A mobile website is a must to reach the millions of people using their smartphones to surf the Web.

Benefits of Our Microsites and Mobile Websites.

Microsites

If your credit union is thinking about creating a microsite, here are some good reasons to do so:

- **Go into detail** – If you're looking to promote a specific line of products and/or services, a microsite lets you go into more detail.
- **Keep it simple** – If you have a lot to offer your members and your credit union's current website reflects that, you might want to spotlight an individual area or promotion with a streamlined and specific site.
- **Reach your audience** – A microsite enables you to target a particular audience with a site that was created with them in mind.
- **Rally your members** – If you want to get people talking about your credit union and its products/services, a microsite can be a very powerful tool to help accomplish this.
- **Strengthen your brand** – Show off what your credit union does best by creating a microsite that highlights a specific product or service – which will help strengthen your entire brand.

Mobile Websites

If your credit union is contemplating diving into the world of mobile websites, here's why we think you should:

- You can reach members anytime, anywhere
- It allows you to compete with larger financial institutions
- It helps you build your brand
- Your members can take your credit union with them, wherever they go!

Keep in mind that a smartphone app isn't as versatile as a mobile website. A mobile website works with all smartphone browsers including iPhone, Android, BlackBerry and more – an app won't.



Easy to Manage

If your current website is through CU Solutions Group, you'll be able to manage your website, microsite and mobile site from the same content management system (CMS). This allows us to easily create the following for you if you're a CMS client:

- Microsites
- Mobile versions of your site
- Bilingual sites

This way, you can manage any of your sites through the CMS that you're already using to manage your primary site. We can associate unique URLs with any additional site. Since we can implement the additional sites into the same CMS, your hosting costs will not increase. You simply need to have enough pages in your CMS to accommodate the additional site(s). This makes it affordable for you to develop a microsite or mobile website for your credit union.

Features.

Microsites are in high demand by credit unions and leagues that are interested in creating a special site for financial education, community involvement projects and key initiatives for their organizations. CU Solutions Group can create a unique design for the microsite and associate it with a specific URL that you'd like to use for the project. Our programmers can also develop custom forms or database programming to provide any functionality you may need for the project.

Mobile sites are typically a scaled down version of your primary site, consisting of approximately 10 pages to allow for ease of navigation through a hand-held device. Mobile sites can also include links to various resources that the credit union offers its members such as a link back to the primary site, location information and links to home banking or mobile banking resources.

To learn how a microsite or mobile website can fit into your member service strategy or for a quote, please email info@cusolutionsgroup.com.

About Us.

CU Solutions Group

CU Solutions Group helps its customers serve, grow and build financial strength by offering solutions that manage strategies pertaining to technology, marketing, membership enhancements and performance management.

Technology Solutions

Technology Solutions is a full-service technology company with solid expertise in Web, mass media, digital, data, programming and more. We help our clients leverage these tools to provide them with unparalleled access to all the resources they need to grow their organization from one source—Technology Solutions.

We are an SAS 70 certified and credit union-owned company that has been serving hundreds of credit unions and credit union organizations nationwide, and their technology needs, since 1996. We worked with an auditing firm to achieve SAS 70 Certification as a result of our commitment to the needs of our clients and efforts to manage our systems securely and effectively.

Technology Solutions offers:

- Web Design & Development
- Financial Education Content
- Automated Applications
- Member Communication Tools

For more information:

To learn more about Technology Solutions and our quality products and services, please:

- Visit www.cusolutionsgroup.com
- Call your Business Consultant at 800.262.6285
- E-mail info@cusolutionsgroup.com