

# Transform. Online Services

## About Our Online Services.

Has your credit union's website evolved with the ever-changing world of the Internet? If you're still viewing your website as an online brochure, you're missing out on many valuable online marketing opportunities that can help promote your credit union.

CU Solutions Group offers a comprehensive array of online services to help make your credit union's online presence be the best it can be to effectively connect with current members and to reach as many potential members as possible.

## Benefits of Our Online Services.

- Offer a more cost-effective use of your advertising investment by allowing you to easily customize ads to your various target markets
- Enable you to use social media posts (Twitter, Facebook, etc.) to link back to your website – which drives traffic and increases your site's rankings in search engines
- Attract a more savvy visitor to your site from social media sites, compared to the average visitor
- Create online media and e-mail campaigns that drive traffic to targeted pages, which will increase click-through rates
- Increase organic search traffic from the top search engines to targeted pages on your site, increasing the number of high quality visitors to those pages

## Features.

- **Web Design and Development** – Develop state-of-the-art and user-friendly websites, built in our credit union-customized content management system, with numerous credit union-specific plug-ins and e-commerce options to choose from
- **Website Analytics** – Measure your site's traffic and better understand who is visiting your site – and why



Google Alerts

- **Website Audits** – Discover what works on your site and what may need improving, and end up with a viable Web strategy tailored to your specific credit union
- **Social Media** – Identify what platforms to include in your social media plan and how to best utilize them:



Twitter



Facebook



Blogs



YouTube

- **Search Engine Optimization (SEO)** – Optimize your site to get the most traffic possible to your website with link building and custom content/copy writing
- **Online Media Planning and Buying** – Implement strategies to get the most bang for your online media dollar with pay-per-click campaigns for member recruitment, brand awareness and product growth
- **Online Advertising** – Target specific market segments with a more cost-effective option than traditional advertising
- **AdWords** – Use online keywords to your advantage and increase traffic to your site
- **Search Engine Marketing** – Turn your website into the strongest marketing tool possible
- **Google AdSense** – Generate ad revenue for your website by including specific text, images and video ads on your site
- **E-mail Marketing** – Send the right e-mail at the right time through our e-mail marketing system

**Find out how Marketing Solutions can improve your credit union's online marketing results. Contact us at 800.262.6285 or online at [www.cusolutionsgroup.com](http://www.cusolutionsgroup.com) for more information.**



## 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.

### Marketing Solutions

Marketing Solutions is a comprehensive marketing agency specifically designed to help you and your credit union with your marketing goals. We offer you experienced client managers, consultants, market research professionals, writers, designers, media planners/buyers and print craftsmen.

Our objective is to make your project enjoyable, convenient and successful. Unlike other agencies, Marketing Solutions understands financial products, the credit union industry and most importantly, credit union members.

### For more information:

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

- Visit [www.cusolutionsgroup.com](http://www.cusolutionsgroup.com)
- Call your Business Consultant at 800.262.6285
- E-mail [info@cusolutionsgroup.com](mailto:info@cusolutionsgroup.com)