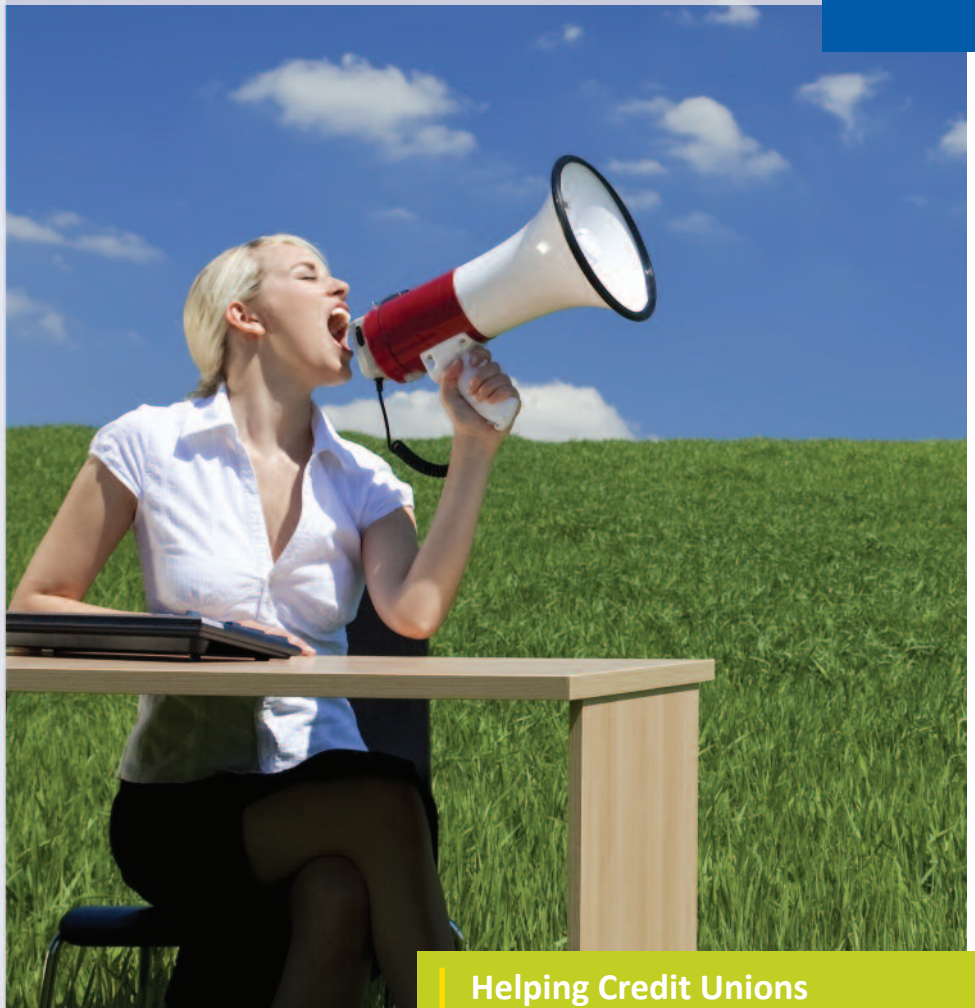


Marketing Solutions.

Turning your marketing and advertising goals into successful solutions.



Helping Credit Unions
Serve, Grow and Remain Strong.

About Marketing Solutions.



Expertise.

Our wide variety of marketing services help credit unions maintain strong marketing plans, brands and materials that make an impact and generate significant results. We are an award-winning, comprehensive marketing and advertising agency specifically designed to help you with your marketing needs. Our staff shares this expertise with all of our credit union and credit union related business clients.

Innovation.

Marketing Solutions is here to help you meet the challenges of today's business environment. We know the ins and outs of credit unions and how to promote them. This translates into providing projects that are accurate, timely, efficient and affordable. Plus, our skilled team stays on top of industry trends, so your marketing and advertising messaging and design are cutting edge and effective.

Integrity.

When you collaborate with Marketing Solutions, your goals become our goals and we work with you every step of the way to ensure your project is enjoyable, effortless and successful. Our team understands financial products, the credit union business and, most important, members. We realize that membership is the heart of the industry and incorporate this into our everyday business. When you work with us, there is no learning curve.

Solutions.

We work with you to determine your marketing and advertising objectives and then implement result-driven strategies and tactical plans. Marketing Solutions is a full-service agency, from top to bottom, dedicated to fulfilling your marketing objectives through well-researched and proven strategies and solutions. From turnkey materials and extensive campaigns to operational forms and promotional items, we can help you achieve your marketing goals.

Marketing and Advertising Services

Our marketing consultants are experienced professionals who will help you manage your plan and coordinate any additional resources needed to turn your project into reality. We help you define your project's objective, target, strategy, tactics, budget, timeline and measurement.

Our Marketing Services

- Marketing and communication plans
- Brand execution
- Youth program development
- Website audits
- Web design and development

Our Advertising Services

- Media planning and buying
- Search engine optimization
- Social media

Creative and Production Services

Marketing Solutions' creative team learned early to not only think outside the box, but to color outside the lines as well. Our creative team has innovative ideas that will grab your members' attention, writing professionals built to brainstorm and develop clear, creative copy, and talented graphic designers to help bring the copy to life with imaginative concepts. The end result? Creative that achieves your marketing goals!

Our Creative and Production Services

- Name and logo development
- Broadcast and print development/production
- Outdoor advertising
- Online advertising
- Multimedia – podcasts, videos, flash, etc.
- Point of sale – brochures, posters, take ones, window statics, ATM wraps
- Direct mail
- Statement inserts
- Newsletters – writing, designing and mail fulfillment

Marketing Research Services

We can help you discover what makes your current members tick and how to attract new members with our traditional and online research services. Get additional member insight through satisfaction surveys and valuable website analytics. We can also assist in tracking what consumers and/or media are saying about you using reliable online tools. Our research team will give your credit union the information it needs to make solid business decisions.

Online Services

Transform your credit union's website from an online brochure to the powerful marketing tool it can be. From Web design, development and audits to online marketing, social media and search engine optimization, we'll help you reach as many potential members as possible.

Packaged Creative Products

Our packaged creative products are turnkey and affordable. Package elements range from statement inserts, posters and postcards to websites and various promotional items.

Create-a-Campaign

Marketing Solutions has an exciting line of professionally designed marketing materials called Create-a-Campaign. These easily customizable materials will give you a cohesive promotional image that are a one-stop-shop campaign for your credit union. You can use a single piece or an entire campaign, it's up to you. The campaigns include these products: checking, credit and debit cards, skip-a-payment, balance transfers, auto loans, home equity loans and online banking. We even offer template websites to match your Create-a-Campaign of choice.

Annual Meeting Materials

We offer a wide variety of annual meeting materials to encourage your membership to get involved and attend. Marketing Solutions has several different design options and marketing elements to choose from, and we add a new design every year to highlight your growing relationship with your members.

Young Adult Member Campaign

iCount is a young adult savings program designed to show your teen members that they matter to you, all while inspiring them to save. Today's teens need to start planning and saving for their future, and what better place to start than at your credit union?

Early Bird Savings Club

Developed to encourage children, from birth to age 12, to participate in credit union membership, the Early Bird Savings Club teaches them why to save and how to handle their money the right way. This fun and entertaining campaign is a great way to introduce your youngest members to your credit union.

Operational Supplies

From credit card applications to disclosures, we have operational forms and supplies designed specifically for credit unions. Our operational inventory is reviewed by qualified compliance experts to make sure they meet regulatory standards and requirements. Items are available in print, electronically or online and are customizable.

Promotional Products

For when only a mug or t-shirt will do, we offer a wide variety of promotional products that make a lasting impression. We have high quality customizable products including shirts, jackets, golf balls, umbrellas and more to enhance your credit union event. Product consultants can help you find the perfect vendor, member or client gift, staff motivational keepsake or thank you gift for your board of directors.

To find out how Marketing Solutions can improve your marketing strategies and achieve dynamic results for your credit union, visit www.cusolutionsgroup.com, call 800.262.6285 or email info@cusolutionsgroup.com.

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