



# PROFESSIONAL MEDIA AND CREATIVE SERVICES

## Reach Your Members and Maximize Your Return

Your credit union has a lot to offer: competitive rates, low fees and friendly customer service.

But in a crowded marketplace, competing against banks and other credit unions isn't always enough.

To build your business and your brand, you need a holistic approach to marketing and advertising that includes clearly focused strategies, relevant messaging, compelling creative and an optimized media mix.

Today's media landscape is complex and ever-changing. People are consuming more media across more channels and devices than ever before.

They watch. They listen. They read. And they're usually doing more than one of these at a time. That's why it's important to reach members and prospective members where, when and how it suits them best.

# PROFESSIONAL MEDIA AND CREATIVE SERVICES

## Why should my credit union advertise digitally?

It's no surprise that the way people search and consume information is done almost solely online – especially with their finances. Consumers leverage digital channels to find the lowest loan rates and best credit cards in a matter of seconds. Therefore, your credit union needs a strong digital presence in these places. That's why you need a dedicated team of digital experts at CU Solutions Group to help your credit union stay ahead of the curve with the latest online trends.

## How can we help?

CU Solutions Group has the knowledge and experience to consult credit unions and develop a customized digital marketing strategy that ties together your search engine optimization, paid search, social media, email and online advertising in a cohesive, efficient way. We offer an enhanced digital advertising platform (MRX), designed for credit unions running a combination of digital media (search, display, social), providing consolidated reporting across channels. MRX features a custom targeting approach to reach select audiences and drive growth.

## What we offer

Our media team offers credit union specific experience and expertise, high-level reporting and efficient pricing with demonstrable ROI. The MRX platform is designed to be a service that allows credit unions to add on to their existing marketing, regardless of their agency-of-record relationships. We offer expertise in several key areas that will put your credit union on the right digital path!

## Key features

- Access to the MRX digital advertising platform
- Digital media planning and purchasing experience and expertise in programmatic, paid and organic social, and search
- Insightful reporting and analytics

Whether your credit union is looking for a one time media buy or a strategic partner for media planning, we can accommodate any size credit union at any budget.

Find out how Professional Media & Creative Services can help reach your members today by calling **800.262.6285** or emailing **[Info@CUSolutionsGroup.com](mailto:Info@CUSolutionsGroup.com)**.