

2019 1ST QUARTER MARKETING REPORT

Apr 20 to July 20

The next quarter will be about focusing on our current membership and understanding our current products and services. This may not seem like a lot on paper, but this will be a time consuming project that will provide value to the credit union. Below are the two major parts of this task.

Membership Breakdown

Over the next few months, we are going to focus on our current members. Working on relationship pricing over the last few months has opened our eyes to the amount of members who fit into our different categories and the amount of members who don't use us for much more than a savings account. We will break these members down by product, length of membership, location and age of member.

After we break down the different groups, we will work with the managers on the best approach to reach each group, whether it be in branch, direct mail, email or other marketing tactics.

Our goal will be reach our members with more products and services because we have the best products and services for our members.

Operations Training

During the next few months, Jay will be training as a teller and MSR so he can better understand the system and how members interact in the branch.

After a few weeks of training, the marketing department will work with the different departments and branches on the best approaches to serve our members and help them understand that we can save them time and money with our products and services.

Budget Breakdown

Frank asked for a quarterly budget breakdown, so we have added our full up to date budget that breaks down each general ledger and has line items for every aspect of our marketing. We have uploaded the budget in the Board Portal and we can discuss this in the meeting.

Other Updates

Red Crown has a lot of other changes that we will be a part of, our new communication system, our new loan payment platform and working on our new Pryor location. Also, we are almost finished with our New Board/Staff Portal, we will showcase this in the meeting.

Thanks,

Jeremy Daggs
Morgan Gallant
Red Crown Credit Union Marketing Department