

2018 3RD QUARTER MARKETING REPORT

Items From 2nd Quarter Marketing Report

All the items from the 2nd Quarter Marketing Report are covered in the monthly marketing reports or have been moved below to be discussed in the 3rd Quarter Marketing Report.

Oct 20 to Jan 20

New Products/Product Changes

We have announced the Children's Savings and Teen Checking name changes to staff, we now have to get those changes into policy. Once approved, we will start promoting these accounts.

We are still working on the High End Dividend checking. We are working with Finastra on being able to track debit card swipes through the core instead of having to go through a third party vendor.

While we are working on these products, as we discussed in our strategic planning session, we will look to improve other products.

Claremore Branch Announcement

Once we are a little closer to the branch being finalized, we will reach out to the school, hospital and other local businesses and members in the area to come to a ribbon cutting/meet and greet.

Since the branch will be small and can't hold a lot of people, we will have to plan for this to work since it will probably be cold.

Once we layout all of the plans, we will send mailers to the select members/businesses we want to come. We will also start making announcements in the local paper, on our website and through social media.

Preparing for 2019

During the next few months, we will be preparing for 2019. We will be focusing our marketing efforts in a few different ways.

- On-boarding Training - We will be working with the operations and lending departments with on-boarding efforts and ways that we can improve these processes.
- Marketing the Brand - We will be working on ways to market the brand and showcase all the great things that Red Crown does for our members and for the community.
- Marketing Products/Locations - Once our new products and locations become available, they will be marketed.

We will have a more detailed plan and schedule in the next few months, but we would like to have a discussion on marketing ideas for 2019 during our meeting on October 25th.

Thanks,

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