

# 2018 4TH QUARTER MARKETING REPORT

## Items From 3rd Quarter Marketing Report

Our Teen Checking will be announced and up for use on Jan 23rd.

Still working and testing the High End Dividend Checking. More info to come on this.

## 5 Great Numbers from 2018

1. Online Banking: Jan 2018 - 4,584 / Dec 2018 - 6,721 (90 Days) 8,471 (Active for 2018)
2. Online Money Movement: Smallest Month: Sept - \$6.8 Million / Largest Month: April - \$8.9 Million
3. Share Drafts: Dec 2017 - 7824 / Nov 2018 - 8233
4. Debit Card Styles -

| 2017 Total        | 2018 Total       |
|-------------------|------------------|
| • Adair: 91       | Adair: 161       |
| • Pryor: 158      | Pryor: 371       |
| • FOH: 447        | FOH: 960         |
| • Salina: 36      | Salina: 109      |
| • Locust Grove: 0 | Locust Grove: 39 |

## 5. Community Hours - 266 hours

### Jan 20 to Apr 20

#### **Claremore Branch Event/Moving Forward**

We will be hosting a Sneak-Peek with the Claremore Chamber and their members before we open, the date is to be determined. This event will have a food truck(s), drinks and giveaways. They will also be able to sign up for our "Food for Your Fridge" shopping spree. We will try to do a ribbon cutting on this day as well, if that doesn't work, we will do it another day.

Moving forward with this branch and Claremore, more media dollars will be spent in the area and we will work with the branch manager on outreach in the community.

#### **Groundhog CD Special**

We are trying something different with an aggressive CD rate and an interesting way to promote it. Operations has informed me that this has created some buzz with members calling in and/or asking what the rate is going to be and talking about moving money over. Our goals for this promotion:

- Build Capital
- Create buzz about Red Crown and our brand
- Educate members about our website and UOpen

#### **Onboarding Emails**

We have created onboarding emails for our CUDL members, once they are checked for grammar errors, we will start sending these out to new CUDL members. There are six total emails and each email will be sent once a month for six months. They educate our members about other products, such as checking, credit cards and our online services.

**Mortgage Refinance Mailer**

We would like to do research and find members that would be up for a refinance on their home.

**Info graphic Promotion**

By the end of March, we would like to focus our marketing efforts on all the great things we did in 2018, the amounts we gave to charity, the amount of members we gained, the amount of interest they saved on loans, etc. We will use this as a way to reach our members and educated them on what we do and reach the general public as a branding campaign.

**Possible E-Statement Conversion Campaign**

We want more members to move over to E-Statements and we are looking into do some sort of campaign to help with the conversion.

**New Communication System Training**

In the next few months, we will have a new communication system, this will replace our phone system and the way our members reach us by email, chat and text. Once we define and finalize all the procedures, we will train our staff on the best practices on how to use this system.

Thanks,

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