



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 CUSG to help your credit union stay ahead of the curve with the latest online trends.

How can we help?

CUSG 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@CUSG.com**.