

# Marketing Strategy

## Bank on Family

### Awareness

#### *Internal education*

Bank on Family is a unique product offering. Many members and prospective members are not likely to imagine a resource like this being available through their credit union. Therefore, it's important to make sure they are aware. The following are ways to make your staff aware of the product.

#### For all staff

- General information announcement about Bank on Family (eg all staff email, intranet)
- Bank on Family FAQs (for staff)
- Updates wherever 'new product' promotions are done

#### For frontline staff

- General information announcement about Bank on Family (eg all staff email, intranet)
- Bank on Family FAQs (for staff)
- Cross-sell strategies

#### For product development teams

- General information announcement about Bank on Family (eg all staff email, intranet)
- Bank on Family FAQs (for staff)
- Bank on Family Backstory (e.g. repackaging of the concept document)

#### *Landing page copy*

The product page for Bank on Family should be designed to take members from awareness to action.

#### *Cross-sell strategies*

Cross-selling online and offline is essential.

- Offline: A well-informed frontline staff talking about the new product
- Online: Updates to related product pages that drive web traffic to the landing page

## Interest + Desire

### *Online and offline marketing*

After members and prospects are made aware of the product, the following can help continue to pique interest and increase desirability.

#### Internet marketing

- Bank on Family FAQs (for members)
- Bank on Family landing page

#### Digital and print advertising

- In-branch signage
- Digital signage (where applicable)
- Mailers

## Call to Action

The Bank on Family landing page is the desired destination for members and prospects to sign up for the product. Marketing materials will drive members to this page. In-branch staff will have face-to-face conversations and sign members up in-branch.

# Landing Page Copy

## Bank on Family

Bank on Family is a lending program designed to make the informal lending process smoother.

What is informal lending? Like the name implies, it's when friends and family borrow from each other. So instead of coming to the credit union for a loan, your brother asks you for \$200 and, being the helpful brother you are, you lend them the money – informal lending at it's finest.

With Bank on Family, you can still lend and borrow informally, but the credit union provides a couple of simple, but useful, tools to smooth out the process.

First - no more 'take my word for it.' With Bank on Family, we put a simple, but effective loan agreement in place. With this, both parties have, in writing, a way to know how much is being borrowed and when it's expected to be paid back. See, simple – but when it's time to get your money back, this critical piece of info can prove invaluable.

Second - instead of this just being an arrangement between you and your family – you have your friends at the credit union to help. With Bank on Family, the loan is administered through the credit union and therefore borrowers get credit for this money your lending because it's filed with the major credit bureaus.

This tool is perfect for:

*Informal lending with a touch of formality.*

Use our Loan Agreement to ensure both parties are clear on what's expected.

*Helping your borrower stand on their own.*

Reduce the need for repeated loan requests by helping family and friends build credit.

In less than 1 minute, a few key pieces of info are all you need to **get started**.