



## Increase Engagement Through Digital Marketing

CU\*Answers' new Cooperative Campaign is a low maintenance, inexpensive, professional digital marketing solution built for our credit union partners. Whether your goal is to increase your membership or simply let your members know about your products and services, the Cooperative Campaign offers you up to a full year of digital marketing material to help grab members' attention.

Look inside to discover what the Cooperative Campaign can offer your credit union!



**Attention  
Grabbing  
Marketing  
All Year!**

**Order today**

[OPEN.CUANSWERS.COM/COOPERATIVECAMPAIGN](https://open.cuanswers.com/cooperativecampaign)



## Get in front of your members

With the Cooperative Campaign, you have the option to enroll ahead of time for the entire 2018 year or you can sign up monthly and pick and choose which months you would like to participate in.

Each month, the CU\*Answers Marketing team will send you a reminder of your running campaign so you can plan ahead and get in front of your members with attention-grabbing marketing! Other various CU\*Answers teams, including Web Services and Internet Retailer Support Center (IRSC), will also work with you each month to execute the campaigns to different channels including your Online Banking Community page (OBC), MAP site and Mobile App. Various sized web banners, and Facebook banners will also be available for you to download and use as you wish.



### What Does it Cost?

**\$250/campaign**

**Or \$2,500/year\***

**That's a \$500 savings when you sign up for all 12 months!**

\*Must sign up for all 12 months before January 2018 to receive \$500 savings.

The CU\*Answers Marketing team has worked hard to create 12 different marketing campaigns for 2018. You will have the option to pick and choose which campaign months you want to purchase.

### Campaigns Will Include Key Topics Such as:

- Loans
- Like us on Facebook
- Online Bill Pay
- eStatements
- Download our Mobile App
- Investing
- and more!

### What You Get\*:

- OBC marketing banner
- MAP site marketing banner
- Mobile App marketing banner
- Facebook marketing banner
- Website marketing banner
- Access to all digital files

\* Each month your OBC banner, CU\*Answers Hybrid Mobile App and MAP site banners will automatically be uploaded (if applicable). All other files will be available for you to download in various sizes.

## Link your banners to custom URLs!

Mar 2018



Link banners to your Facebook page!

May 2018



Link banners to a page with more info on eStatements or Online Banking page!

July 2018



Link banners to your rates page or loan form!

Sept 2018



Link banners to a savings, checking, certificate or other investment page!

Oct 2018



Link banners to page with more info on your Mobile App!

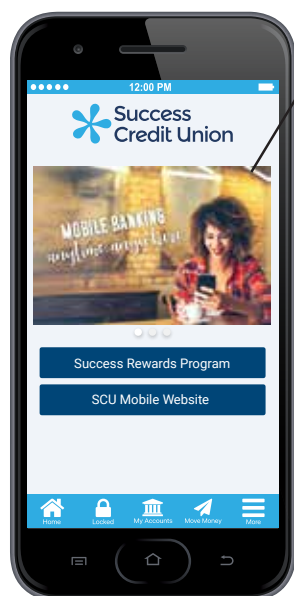


## 2018 campaign calendar

Below are the 12 different marketing campaigns for 2018. Each campaign will run during the month it is assigned. You will have the option to pick and choose which campaign months you want to participate in.



# What you get...



Mobile banner



OBC banner



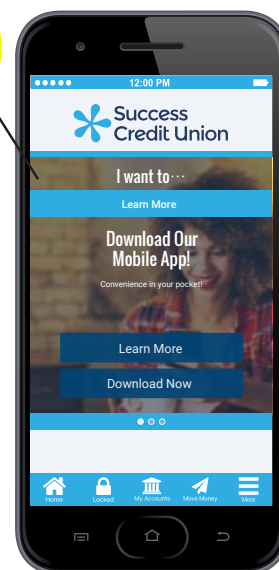
Facebook banner



Web banner  
(various sizes  
available)

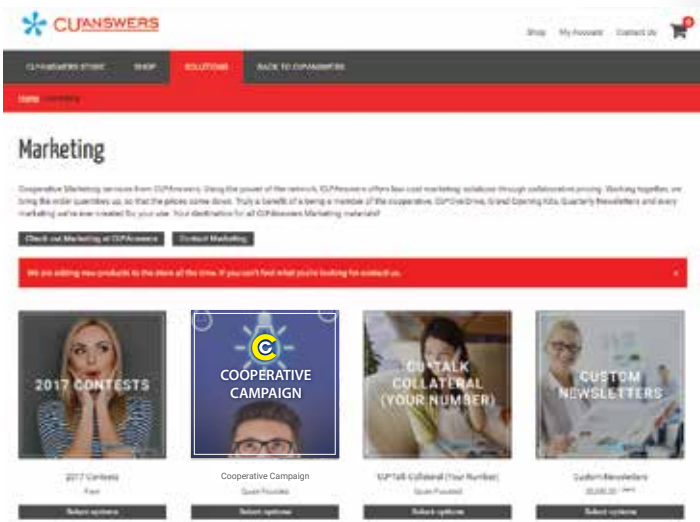


MAP  
Promotion



## How to order

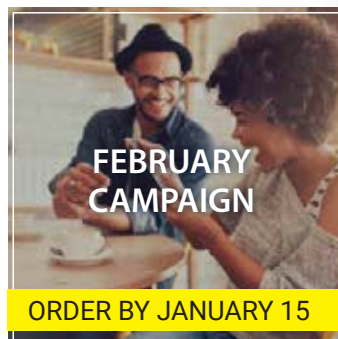
The Cooperative Campaign will be available to order on [store.cuanswers.com](http://store.cuanswers.com) under the Marketing shop category.



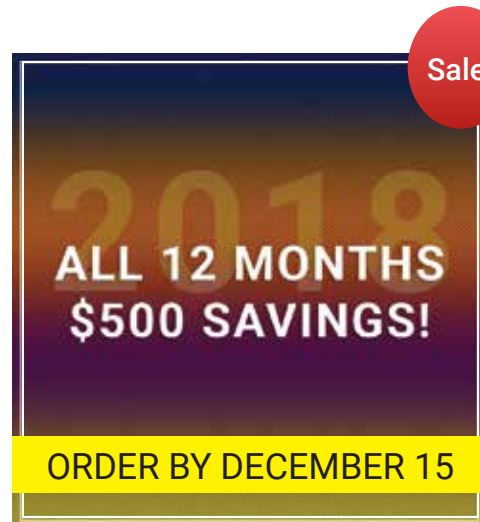
Once you find the Cooperative Campaign product, click on "Select options". From there you can view all 12 monthly campaigns where you will be able to pick and choose campaigns to add to your cart.

Each campaign order period will remain open until a few weeks in the month prior.

For example, if you want to order the January Campaign, you will have to order no later than December 15. After December 15, the campaign will no longer be available to purchase.



If you want your credit union marketing to be planned out for the entire 2018 year, you have the option to add all 12 months to your cart with one click.



Order all 12 campaigns

\$3,000

\$2,500/year

Select Options

## Get \$500 off!

CU\*Answers is offering credit unions \$500 off of the \$3,000 annual price. You'll only have to pay \$2,500 for an entire year of member marketing!

**In order to receive the \$500 off, you are required to order the product shown above before December 15, 2017.**

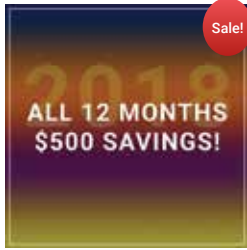

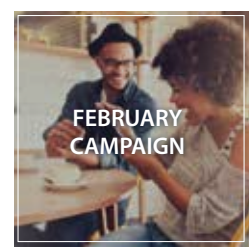

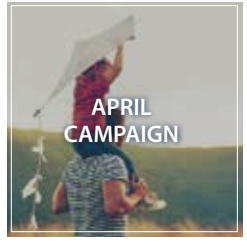
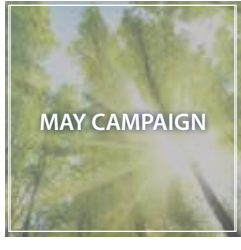

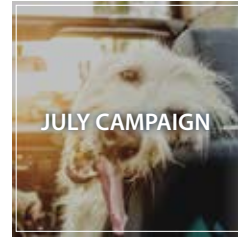


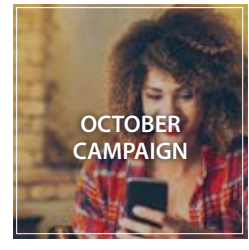

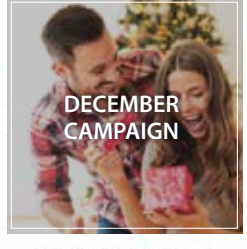
If you choose the 12 month option, our Marketing team will email you for the custom URL you would like your campaign to link to each month.



## 2018 Cooperative Campaign

CU\*Answers' new Cooperative Campaign is a low maintenance, inexpensive, professional digital marketing solution. Whether your goal is to increase your membership or simply let your members know about your products and services, the Cooperative Campaign offers you up to a full year of digital marketing material to help grab members' attention. Order all 12 campaigns with one click or pick and choose which months you would like to enroll in by adding them to your cart. Click on the product image to view the campaign details.

[Check out the brochure](#)

 <p>Order all 12 campaigns  <del>\$3,000</del>        \$2,500/year</p> <p>Select Options</p>	 <p>January - Home Sweet Home        \$250</p> <p>Select Options</p>	 <p>February - Refer a Friend        \$250</p> <p>Select Options</p>	 <p>March - Like us on Facebook        \$250</p> <p>Select Options</p>
 <p>April - We are a Cooperative        \$250</p> <p>Select Options</p>	 <p>May - Switch to eStatements        \$250</p> <p>Select Options</p>	 <p>June - Low Rates        \$250</p> <p>Select Options</p>	 <p>July - Auto Loans        \$250</p> <p>Select Options</p>
 <p>August - Reward Yourself        \$250</p> <p>Select Options</p>	 <p>September - Invest with Us        \$250</p> <p>Select Options</p>	 <p>October - Download our App        \$250</p> <p>Select Options</p>	 <p>November - Lender Superhero        \$250</p> <p>Select Options</p>
 <p>December - Season of Giving        \$250</p> <p>Select Options</p>			

# Product page information

To access product page information and the option to add a campaign to your cart, click "Select options" under the desired campaign. Once you are on the product page, you will have the option to provide a custom URL that the marketing banners will link to. You will also be asked to agree to the terms and conditions.



## January Campaign

\$250.00 / one time fee

This campaign will run the month of January. Various CU\*Answers teams, including Marketing, Web Services, and the Internet Retailer Support Center (IRSC) will work with you to execute the campaign to different channels including your Online Banking Community page (OBC), MAP site, and Mobile App. You will also have access to various digital files.

Would you like this campaign to link to a custom URL? \*

☒ Yes ☐ No

### Product Configuration Agreement \*

I acknowledge that for each month in which I enroll, my Online Banking Community (OBC) banner, Mobile App banner and MAP promotion (if my credit union uses these products) will automatically be updated by CU\*Answers. I also acknowledge that my credit union will be responsible for updating all of other marketing materials, such as Facebook and website banners.

*Design and implementation costs are included. CU\*Answers will not be held responsible for third-party costs associated.*

[Add to cart](#)

Description

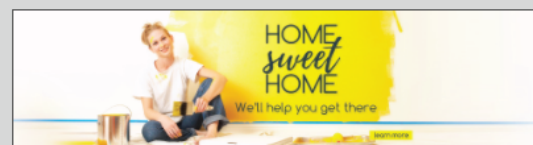
Reviews (0)

## Description

### Overview

This campaign will run January 1, 2018 – January 30, 2018. Link the marketing material to your loan form or webpage with home loan deals.

The CU\*Answers marketing team will send you a reminder of your running campaign, other various teams, including Web Services and the Internet Retailer Support Center (IRSC). Will also work with you to execute the campaign to different channels including your Online Banking Community page (OBC), MAP site, and Mobile App.



### What You Get\*

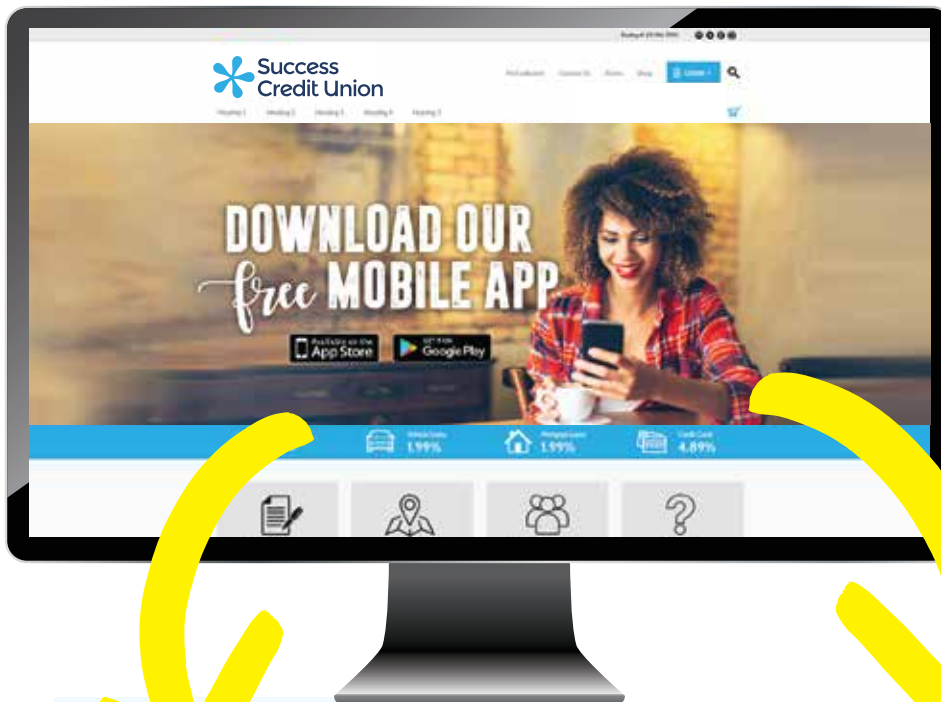
Once you purchase this product, you will receive an email confirmation including access to the digital files listed below.

- OBC banner
- MAP promotion
- Mobile App banner
- Facebook banner
- 2000px x 660px web banner
- 1170px x 400px web banner
- 950px x 250px web banner
- Access to all digital files

*Each month your OBC banner, CU\*Answers Mobile App banner, and MAP promotion will automatically be uploaded (if applicable). All other files will be available for you to download).*



## Campaign idea



**Link the October - Mobile App Campaign to a page showcasing your mobile apps within your website.**

Get creative! We want your members to have easy access to your products and services!



# Check out

After you add a campaign to your cart, the store will take you to the Shopping Cart page. If you wish to add more campaigns before you checkout, simply click on "Continue shopping" in the upper right corner and it will take you back to the Cooperative Campaign product page.

Once you have all of the products you wish to purchase, click "Proceed to checkout" where you will fill out your credit union information and agree to the terms and conditions.

Welcome, !
Log Out
Search ...
Search



CU\*ANSWERS
Shop
My Account
Contact Us
2

CU\*ANSWERS STORE
SHOP
SOLUTIONS
BACK TO CU\*ANSWERS

Cart

## Cart

✓ "Abnormal Activity Monitoring" has been added to your cart.
Continue shopping

	Product	Price	Price Terms	Quantity	Total
×	 November - Lending Superhero	\$250	None	1	\$250.00
×	 December - Season of Giving	\$250	None	1	\$250.00

Update cart

### Cart totals

Subtotal	\$500.00
Total	\$500.00

Proceed to checkout

## Final steps

After you complete your order online a webpage with your order details will popup that will include a summary of your order along with all of the electronic marketing material links. You will also receive an email confirmation from CU\*Answers Store with your receipt and access to the same digital marketing files.

Hi there. Your recent order on CU\*Answers Store has been completed. Your order details are shown below for your reference:

### Order #5138

Product
<p>January Campaign</p> <p><b>Would you like this campaign to link to a custom URL?:</b>          Yes</p> <p><b>Where would you like this campaign to link to?:</b>  <a href="https://marketing.cuanswers.com">marketing.cuanswers.com</a></p> <p><b>Product Configuration Agreement:</b>          I acknowledge that for each month in which I enroll, my Online Banking Community (OBC) banner, Mobile App banner and MAP promotion (if my credit union uses these products) will automatically be updated by CU*Answers. I also acknowledge that my credit union will be responsible for updating all of other marketing materials, such as Facebook and website banners. Design and implementation costs are included. CU*Answers will not be held responsible for third-party costs associated.</p> <ul style="list-style-type: none"> <li>Download 1: <a href="#">OBC Banner</a></li> <li>Download 2: <a href="#">MAP Promotion</a></li> <li>Download 3: <a href="#">Mobile App banner</a></li> <li>Download 4: <a href="#">Facebook banner</a></li> <li>Download 5: <a href="#">2000px x 660px web banner</a></li> <li>Download 6: <a href="#">1170px x 400px web banner</a></li> <li>Download 7: <a href="#">950px x 250px</a></li> </ul>

As previously mentioned, various CU\*Answers teams will implement the marketing banners to your OBC page, mobile app and MAP site if applicable. The other digital files such as Facebook and website banners are your responsibility to upload and use as you wish.



## Questions?

Contact [marketing@cuanswers.com](mailto:marketing@cuanswers.com)



**Order today**

[OPEN.CUANSWERS.COM/COOPERATIVCAMPAIGN](https://open.cuanswers.com/cooperativcampaign)



**Questions?**

Contact [marketing@cuanswers.com](mailto:marketing@cuanswers.com)