



Fresh Marketing All Year!

Increase
Engagement
Through
Digital Marketing

CU*Answers' 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.

Order today

[OPEN.CUANSWERS.COM/2022-COOPERATIVE-CAMPAIGNS](https://open.cuanswers.com/2022-cooperative-campaigns)

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

Get in front of your members



With the Cooperative Campaign, you have the option to enroll ahead of time for the entire 2022 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 page, and Mobile App. Various sized web and social media 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 December, 18 2021 to receive \$500 savings.



The CU*Answers Marketing team has worked hard to create 12 different marketing campaigns for 2022. You will have the option to pick and choose which campaign months you want to purchase.

Campaigns Will Include Key Topics Such as:

- Loans
- Social Media
- Mobile App
- Estatements
- Mortgages
- Remote Check Deposit
- and more!

What You Get*:

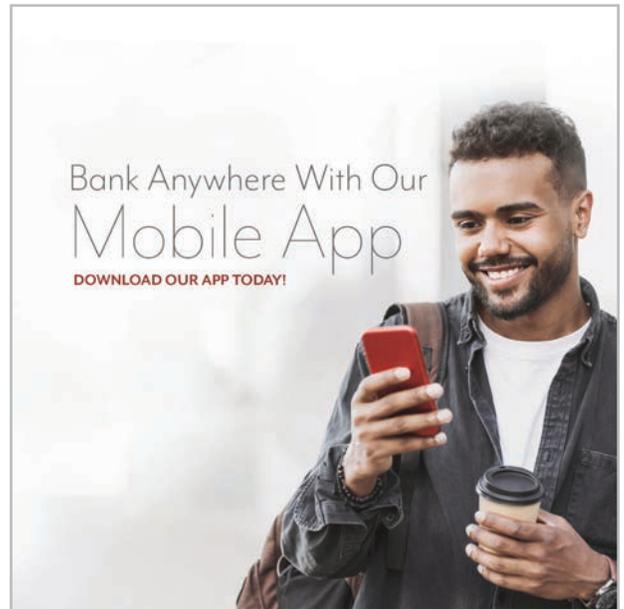
- Facebook Timeline Banner - **NEW!**
- Instagram Timeline Banner - **NEW!**
- Mobile App 5.0 Banner - **NEW!**
- Website marketing banner
- Access to all digital files

Now Featuring **New** Banner Sizes!

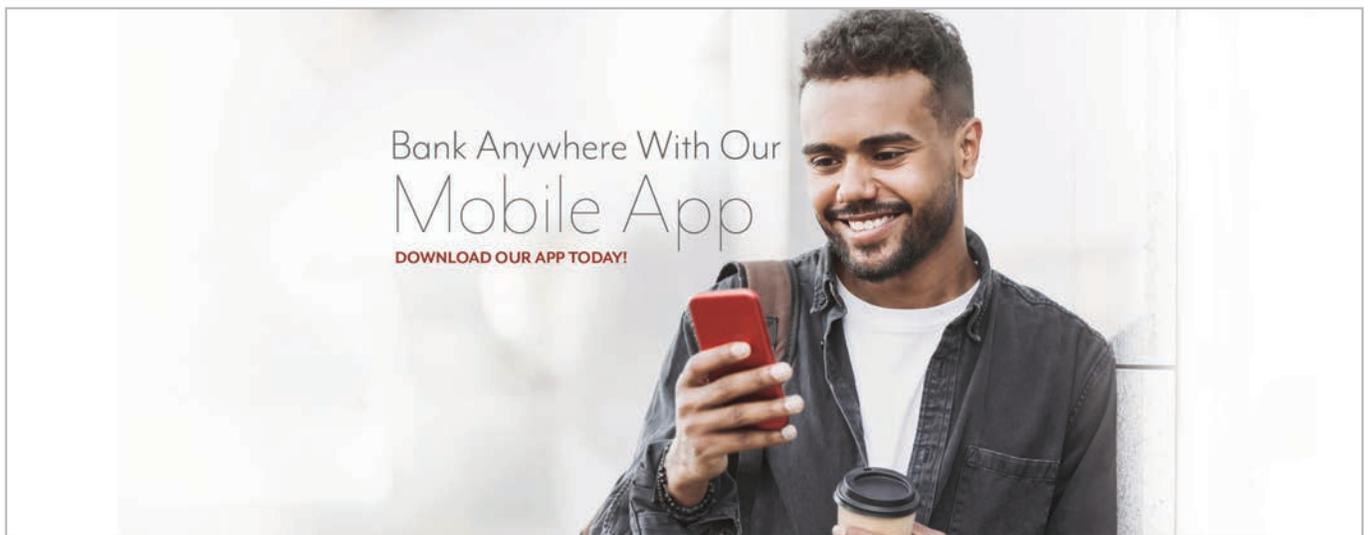
Facebook/Twitter Timeline Banner: 1200x630



Instagram Banner: 1080x1080



Mobile App 4/5 Banner: 3072x1200





2022 Campaign Calendar

Below are the 12 different marketing campaigns for 2022. 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.

Jan We Make Big Dreams Happen
 See how we can help you >

Jul Savings
 for what matters most.

Feb Here For You

Aug Follow Us on Social Media

Mar Bank Anywhere With Our Mobile App
 DOWNLOAD OUR APP TODAY!

Sep We love to see you succeed!
 Let us help you reach your goals.

Apr New Wheels for New Adventures!
 View our great auto loan rates >

Oct Stress Free Banking
 Safe & secure so you can enjoy the little things.

May FRESH Opportunities
 Loans | Savings | Mobile Banking & More

Nov Get Cozy
 with our great loan rates

Jun Family Deposit Checks
 On The Go
 with Remote Deposit Capture

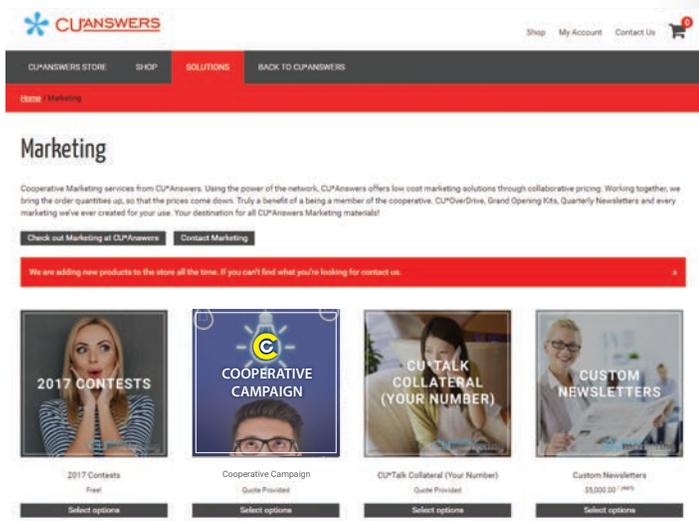
Dec Book That Trip
 Learn about our vacation loans and make that trip happen!

What you get...



How to order

The Cooperative Campaign will be available to order on 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 18. After December 18, the campaign will no longer be available to purchase.



Purchase the full year and receive the following:

If you want your credit union marketing to be planned out for the entire 2022 year, you have the option to add all 12 months to your cart with one click.

\$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 18, 2021.



2022 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>2021 COOPERATIVE CAMPAIGN</p> <p>Order all 12 campaigns \$3,000 \$2,500/year</p> <p>Select Options</p>	 <p>JANUARY CAMPAIGN</p> <p>January - Big Dreams \$250</p> <p>Select Options</p>	 <p>FEBRUARY CAMPAIGN</p> <p>February - Here for you \$250</p> <p>Select Options</p>	 <p>MARCH CAMPAIGN</p> <p>March - Mobile App \$250</p> <p>Select Options</p>
 <p>APRIL CAMPAIGN</p> <p>April - Auto Loans \$250</p> <p>Select Options</p>	 <p>MAY CAMPAIGN</p> <p>May - Credit Union Services \$250</p> <p>Select Options</p>	 <p>JUNE CAMPAIGN</p> <p>June - RDC \$250</p> <p>Select Options</p>	 <p>JULY CAMPAIGN</p> <p>July - Savings \$250</p> <p>Select Options</p>
 <p>AUGUST CAMPAIGN</p> <p>August - Social Media \$250</p> <p>Select Options</p>	 <p>SEPTEMBER CAMPAIGN</p> <p>September - Succeed \$250</p> <p>Select Options</p>	 <p>OCTOBER CAMPAIGN</p> <p>October - Security \$250</p> <p>Select Options</p>	 <p>NOVEMBER CAMPAIGN</p> <p>November - Loans \$250</p> <p>Select Options</p>
 <p>DECEMBER CAMPAIGN</p> <p>December - Vacation \$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.



May Campaign – Helping You Make a Home

\$250.00

Promote your credit union's home loan options with this fun seasonal banner. 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 for member engagement.

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

Yes
 No

Online Banking ID *

(This is the 3 digit number found in your It's Me 247 Online Banking URL)

e.g. 087

I would like Xtend to contact me about using this campaign for

- Member Telephone Call Campaign
- Member Email Campaign
- It's Me 247 Online Banking info Banner
- It's Me 247 Online Banking Community MemberReach Story

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

Category: [2021 Cooperative Campaigns](#)

Description **Reviews (0)**

May Campaign – Helping You Make a Home

This campaign will run May 1, 2021 – May 31, 2020.

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

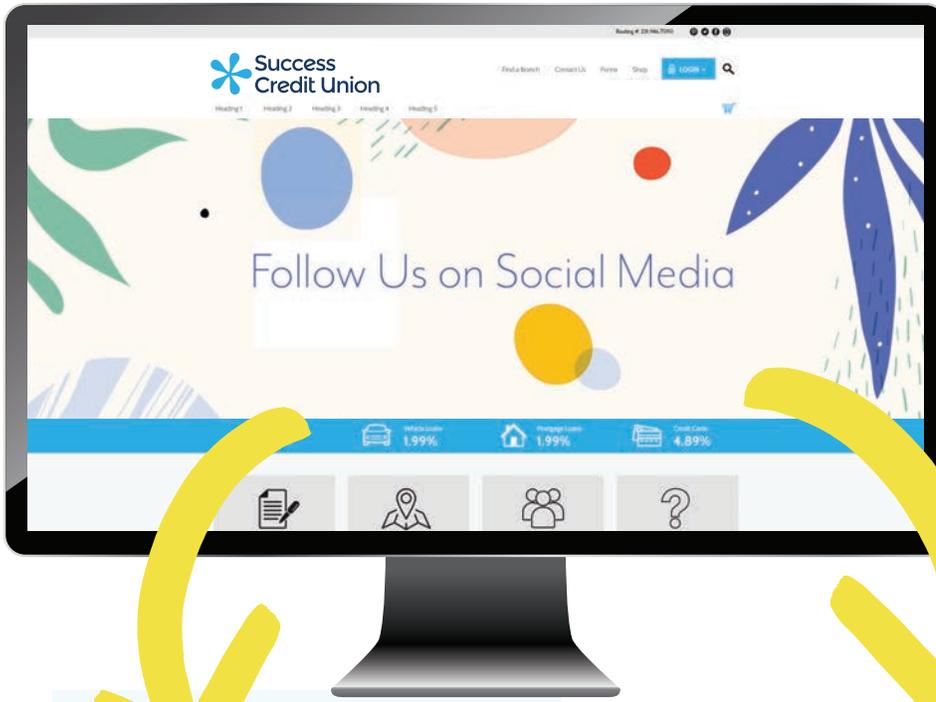
Once you purchase this product, you will receive an email confirmation including access to the digital files listed below.

- 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. All other updates and postings of this material through CU*Answers will have separate charges, based on the service.

[Search this service on AnswerBook](#)

Campaign idea



Link the December - RDC Campaign to a page showcasing your mobile apps within your website.

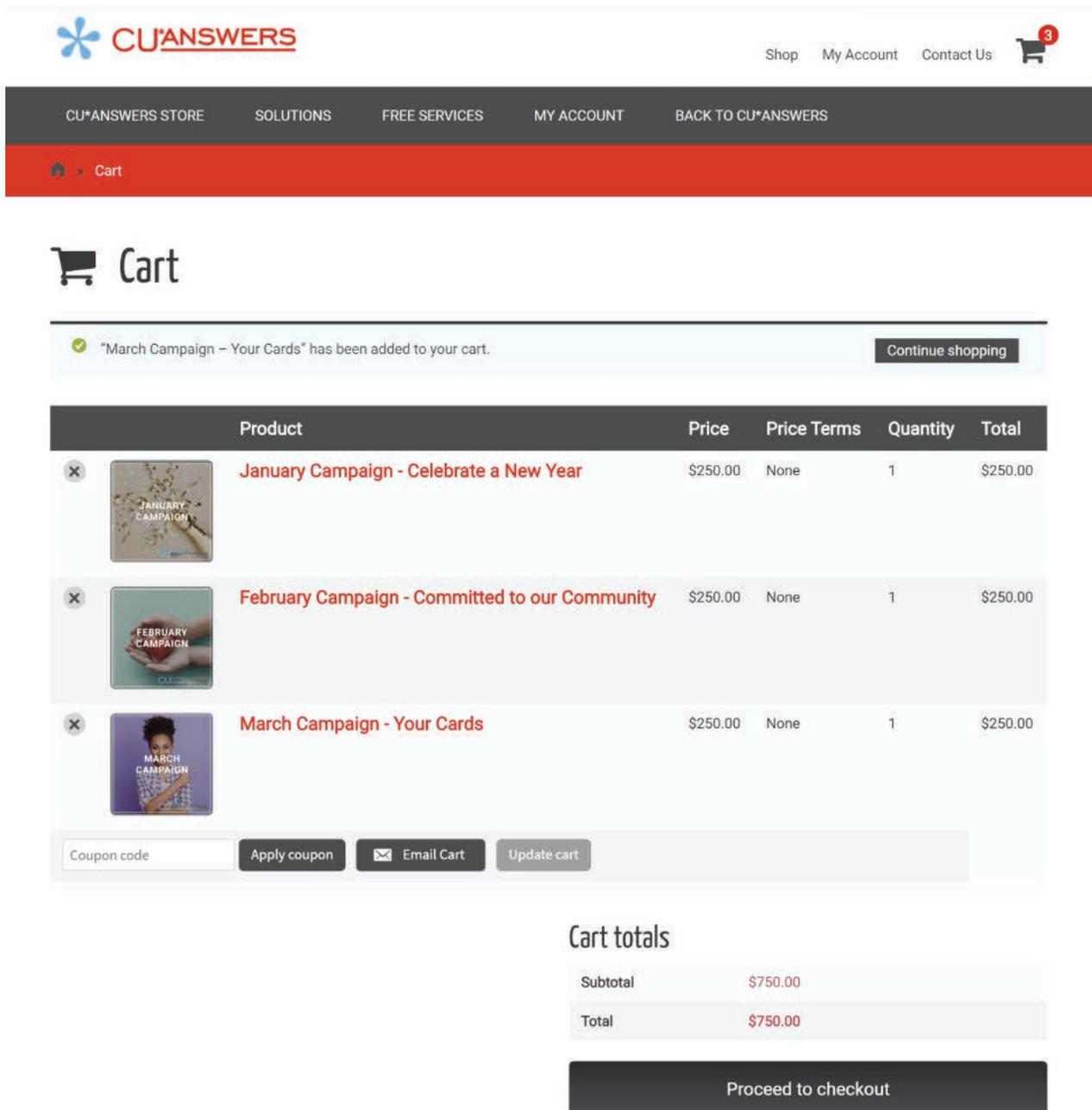
Get creative! We want your members to have easy access to your products and services!



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.



The screenshot shows the CU*ANSWERS website header with navigation links: Shop, My Account, Contact Us, and a shopping cart icon with a '3' notification. Below the header is a dark navigation bar with links: CU*ANSWERS STORE, SOLUTIONS, FREE SERVICES, MY ACCOUNT, and BACK TO CU*ANSWERS. A red banner below the navigation bar shows a home icon and 'Cart'.

The main content area is titled 'Cart' with a shopping cart icon. A notification bar at the top of the cart area states: "March Campaign – Your Cards" has been added to your cart. A 'Continue shopping' button is located to the right of this notification.

	Product	Price	Price Terms	Quantity	Total
	 January Campaign - Celebrate a New Year	\$250.00	None	1	\$250.00
	 February Campaign - Committed to our Community	\$250.00	None	1	\$250.00
	 March Campaign - Your Cards	\$250.00	None	1	\$250.00

At the bottom of the cart area, there is a 'Coupon code' input field, an 'Apply coupon' button, an 'Email Cart' button, and an 'Update cart' button.

Cart totals

Subtotal	\$750.00
Total	\$750.00

A large 'Proceed to checkout' button is located at the bottom right of the cart area.

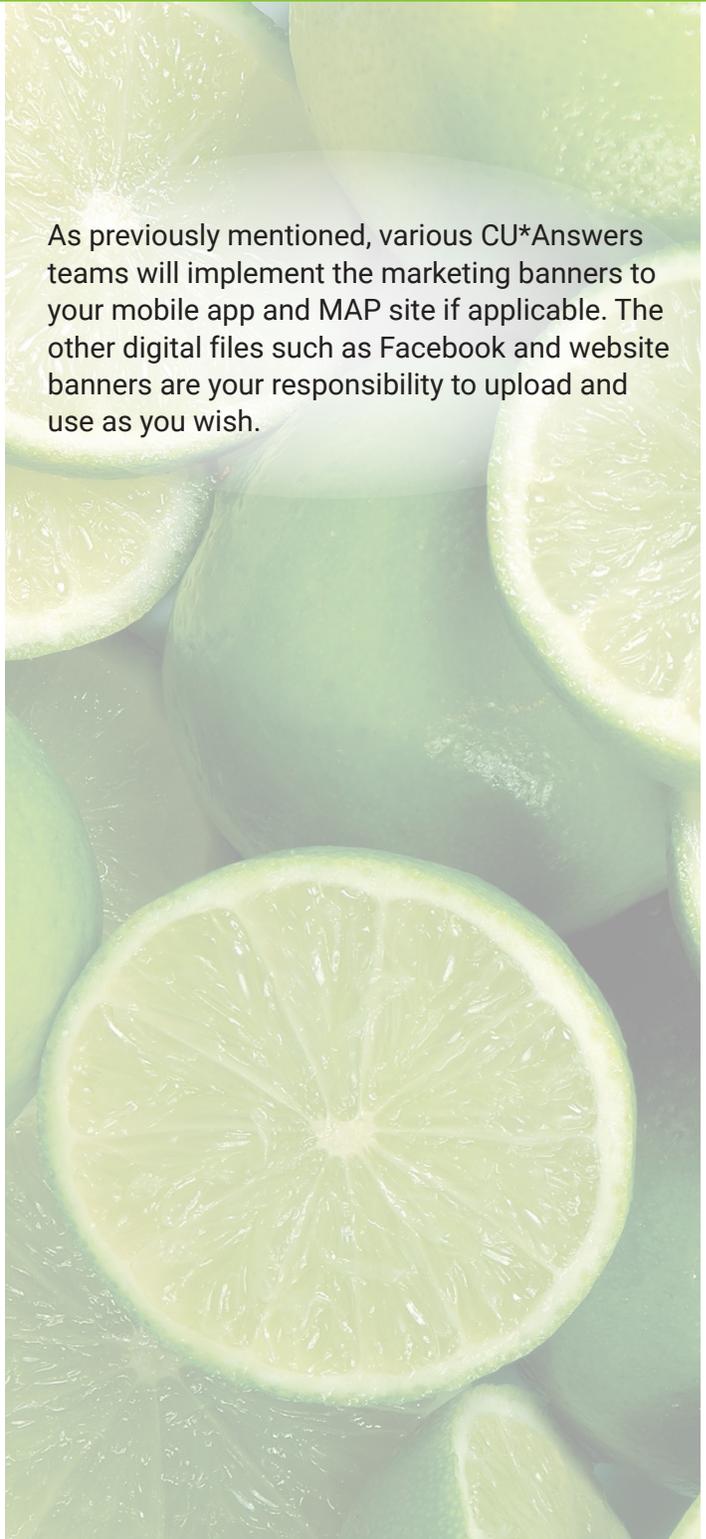
Final steps

After you complete your order online a webpage with your order details will pop up 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 placed. Your order details are shown below for your reference:

Order #5138

Product
<p>January Campaign</p> <p>Would you like this campaign to link to a custom URL?: Yes</p> <p>Where would you like this campaign to link to?: marketing.cuanswers.com</p> <p>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.</p> <ul style="list-style-type: none"> • Download 1: OBC Banner • Download 2: MAP Promotion • Download 3: Mobile App banner • Download 4: Facebook banner • Download 5: 2000px x 660px web banner • Download 6: 1170px x 400px web banner • Download 7: 950px x 250px



As previously mentioned, various CU*Answers teams will implement the marketing banners to your 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



Order today

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