

CU*ANSWERS COOPERATIVE CAMPAIGN

CREATIVE MARKETING *All Year*

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.

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



Order Today!

[open.cuanswers.com/
2024-cooperative-campaigns](https://open.cuanswers.com/2024-cooperative-campaigns)

CU*ANSWERS
COOPERATIVE
campaign



Get In Front Of Your Members

With the Cooperative Campaign, you have the option to enroll ahead of time for the entire 2024 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, 22 2023 to receive \$500 savings.



The CU*Answers Marketing team has worked hard to create 12 different marketing campaigns for 2023. You will have the option to pick and choose which campaign months you want to purchase.

Campaigns Will Include Key Topics Such as:

- Loans
- Mobile App
- Estatements
- Remote Check Deposit
- and more!

What You Get*:

- Facebook Timeline Banner
- Instagram Timeline Banner
- Mobile App 7.0 Banner
- Website marketing banner
- Access to all digital files

Banners For Various Platforms

Instagram Banner: 1080x1080

Facebook/Twitter Timeline Banner:
1200x630



Mobile App 5/6 Banner: 3072x1200



2024 Campaign Calendar

Below are the 12 different marketing campaigns for 2024. 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 **MOBILE BANKING
YOUR WAY**
 FIND US ON THE APP STORE



Jul **AUTO PAY**
 ON TIME, EVERY TIME
 LET US HELP STRUCTURE YOUR FINANCES



Feb **FIND RATES YOU
LOVE**
 ASK ABOUT OUR SWEET RATES



Aug **Ditch Paper**
 MAKE THE SWITCH TO ESTATEMENTS TODAY!



Mar **SAVE SMART**
 SUCCESS STARTS WITH SMART SAVING HABITS




Sep **APP. SNAP. DEPOSIT.**
 DEPOSIT CHECKS ON OUR MOBILE APP
 USING REMOTE DEPOSIT CAPTURE.



Apr **Explore**
 OUR AUTO RATES



Oct **OUR RATES ARE THE
PICK OF THE PATCH**
 ASK OUR EXPERTS ABOUT FINDING
 THE RATE THAT'S RIGHT FOR YOU




May **TAKE CARE OF WHAT
MATTERS MOST.**
 LEAVE FINANCES TO OUR EXPERTS.



Nov **TRANSFER MONEY
On The Go!**
 BANK ANYWHERE, ANYTIME WITH OUR
 MOBILE APP



Jun **FUND YOUR Fun!**
 WE CAN HELP MAKE YOUR DREAMS A REALITY



Dec **WARM WISHES**
 THIS HOLIDAY SEASON

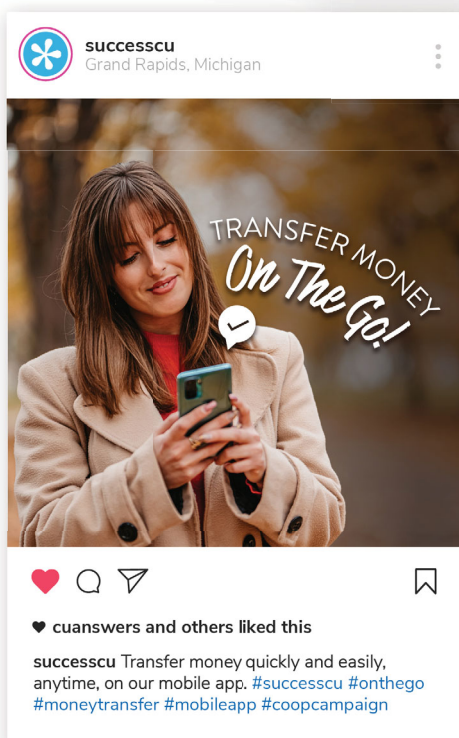
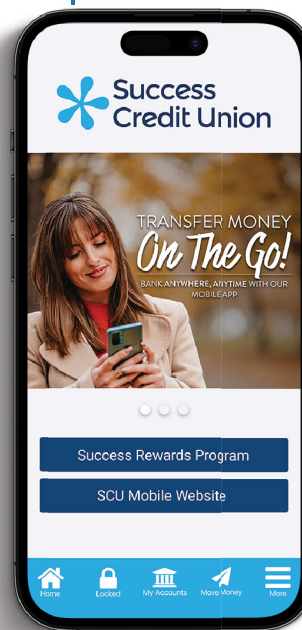


What's Included...

Web
Banner



Mobile
Banner



Facebook
Banner

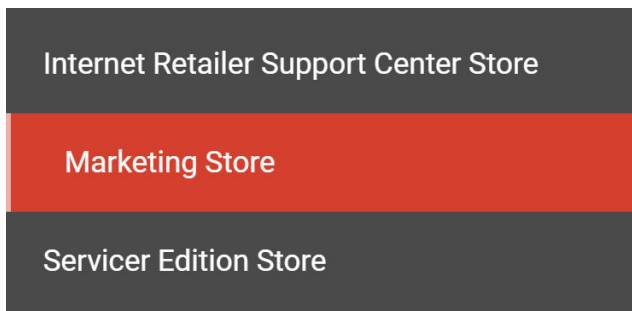
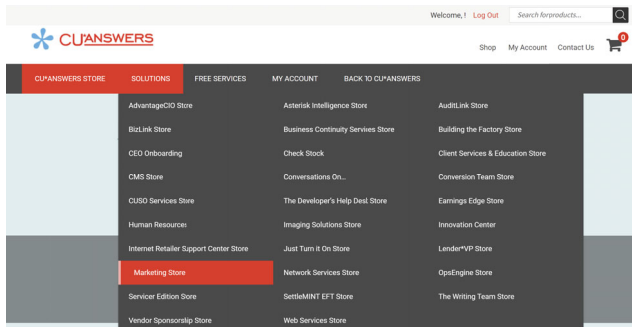


Instagram
Banner



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 22. After December 22, 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 2024 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 22, 2023.



What You'll See

2023 Cooperative Campaigns



2023 Cooperative Campaign Bundle
 \$2,000.00 \$2,500.00

Select options



January Campaign – We'll Help You Stay Afloat
 \$250.00

Select options



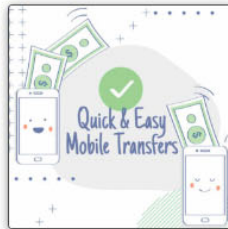
February Campaign – Sweet Savings
 \$250.00

Select options



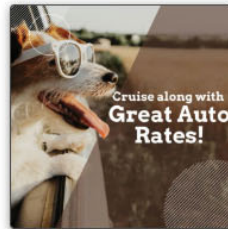
March Campaign – Financial Focus
 \$250.00

Select options



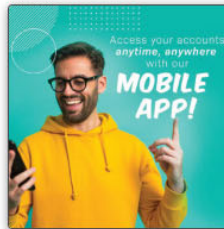
April Campaign – Mobile Transfer
 \$250.00

Select options



May Campaign – Auto Rates
 \$250.00

Select options



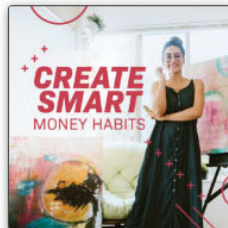
June Campaign – Mobile App
 \$250.00

Select options



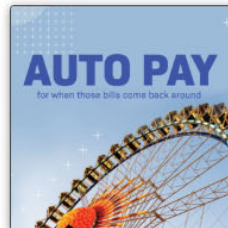
July Campaign – Make a Splash
 \$250.00

Select options



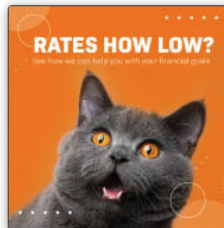
August Campaign – Smart Money Habits
 \$250.00

Select options



September Campaign – Auto Pay
 \$250.00

Select options



October Campaign – Great Rates
 \$250.00

Select options



November Campaign – Mobile Deposit
 \$250.00

Select options



December Campaign – Happy Holidays
 \$250.00

Select options

Like previous years, you will be able to order the entire year of campaigns as a bundle, or you can purchase them individually.

You can access campaigns you have purchased anytime by logging into your store account.

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.



December Campaign – Happy Holidays

\$250.00

Spread some holiday cheer with this December campaign. Various CU^{ANSWERS} teams, including Marketing, Web Services, Xtend and the Internet Retailer Support Center (IRSC), will work with you to execute the campaign to different channels including your Online Banking, 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

Product Configuration Agreement *

I acknowledge that for each month in which I enroll, my Online Banking banner, Mobile App banner and MAP promotion (if my credit union uses these products) will automatically be updated by CU^{ANSWERS} or Xtend. I also acknowledge that my credit union will be responsible for updating all of other marketing materials, such as social media 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: 2023 Cooperative Campaigns Tag: Mobile App 5.0 & 6.0 Ready

Description

Reviews (0)

December Campaign – Happy Holidays

This campaign will run December 1, 2023 – December 31, 2023.

The CU^{ANSWERS} marketing team will send you a reminder of your running campaign, other various teams, including Web Services, Xtend and the Internet Retailer Support Center (IRSC), will also work with you to execute the campaign to different channels including your Online Banking, 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.

- Online Banking and Mobile App banner (3072x1200)
- Social Media – Instagram Timeline (1080x1080)
- Social Media – Facebook and Twitter Timeline (1200x630)
- Web Banner – Large (2000x660)
- Web Banner – Topple (950x250)
- Access to all digital files

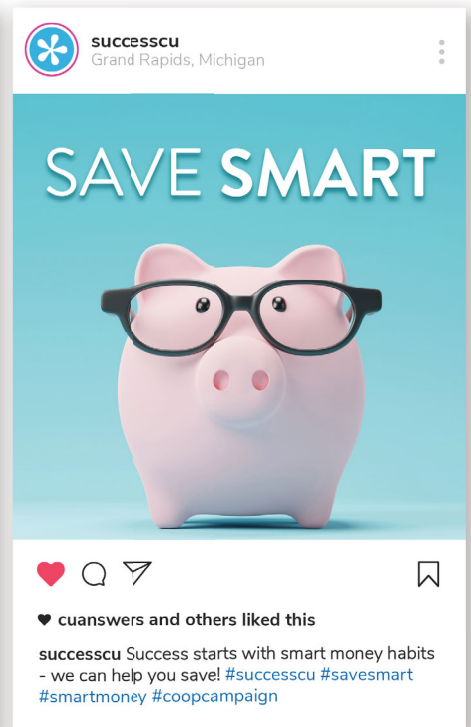
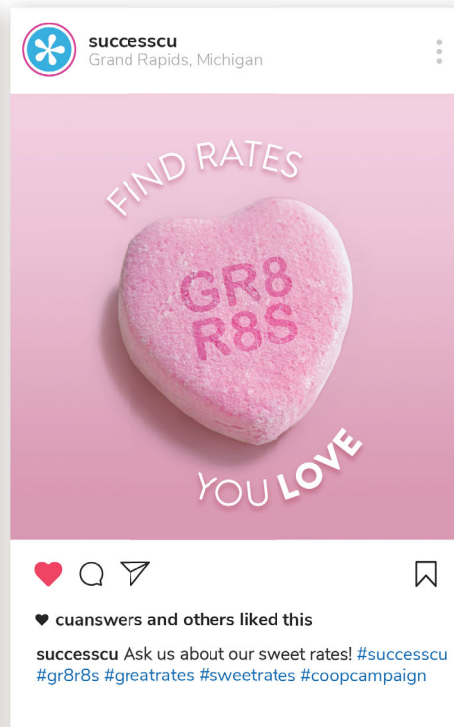
Each month your Online Banking banner, CU^{ANSWERS} Mobile App banner, and MAP promotion will automatically be uploaded (if applicable). All other files will be available for you to download. All other updates and postings of this material through CU^{ANSWERS} will have separate charges, based on the service.

[Download the 2023 Cooperative Campaign Brochure](#)

[Search this service on AnswerBook](#)

Campaign Update - Instagram

This year, we have included pre-written captions for the Instagram collateral. After downloading the art, just paste the caption and hashtags (with your credit union name plugged in) and post!



Campaign idea



Link the November - 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.

Cart

Product	Price	Price Terms	Quantity	Total
  November Campaign - Mobile Deposit Would you like this campaign to link to a custom URL?: No Online Banking ID: 0 Product Configuration Agreement: <ul style="list-style-type: none"> I acknowledge that for each month in which I enroll, my Online Banking banner, Mobile App banner and MAP promotion (if my credit union uses these products) will automatically be updated by CU*Answers or Xtend. I also acknowledge that my credit union will be responsible for updating all of other marketing materials, such as social media and website banners. <i>Design and implementation costs are included. CU*Answers will not be held responsible for third-party costs associated.</i>	\$250.00	None	1	\$250.00
  December Campaign - Happy Holidays Would you like this campaign to link to a custom URL?: No Online Banking ID: 0 Product Configuration Agreement: <ul style="list-style-type: none"> I acknowledge that for each month in which I enroll, my Online Banking banner, Mobile App banner and MAP promotion (if my credit union uses these products) will automatically be updated by CU*Answers or Xtend. I also acknowledge that my credit union will be responsible for updating all of other marketing materials, such as social media and website banners. <i>Design and implementation costs are included. CU*Answers will not be held responsible for third-party costs associated.</i>	\$250.00	None	1	\$250.00

Coupon:

Please Note: Prices and fees provided by third-party vendors or suppliers are not guaranteed. In the event a third-party vendor or supplier adjusts pricing to CU*Answers, CU*Answers reserves the right to pass through any additional fees or savings to the client.

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 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.

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



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