



CLIENT SPOTLIGHT



On Marketing Strategy

Preparing the marketing strategy should start at the beginning of the development process. While the logistics and setup are very important, marketing is equally as important. Not only was the SMART calendar very helpful in establishing a marketing strategy, I also included “Auto Link” on my weekly to-do list and dedicated a few hours a week during the implementation process. I continue to keep Auto Link on my agenda, so I can monitor how we are performing and what I can do from a marketing standpoint to compliment the program’s success.

Speaking Of The SMART Calendar

I LOVE the SMART calendar! I want to use a SMART calendar for every project we have. It makes life so much easier, especially when you have multiple parties involved in the planning and execution. It made it so easy to look at the calendar on Monday morning and see what was on the agenda for the week. I really liked how I could make changes and move things around to a different date and it automatically saved. I also could share it with any department simply by emailing the link.

Emails Act As Powerful Drivers

We saw a huge increase the day of sending an email blast to our members. We continued to see a spike the second day after sending the email blast. To put it in perspective... After sending the first email, we saw an almost 300% increase in visitors to the Auto Link Portal on the day the email was sent compared to the previous day. After sending the second email, we saw a 1,000% spike in visitors on the day the email was sent compared to the previous day.

Working With Auto Link's Team

The team at Auto Link is a great group to work with. They do an awesome job of communicating and letting you know what’s going on. They are quick at responding and addressing any issues. I love the partner portal and getting to see the analytics for web views. The marketing resources and social media posts are easy to find and use. All around they are a great group of people and have a great product. I enjoy working with the team and we are looking forward to growing loan leads with Auto Link.

Best Practice Advice

Stay active and involved with marketing the product. Send emails at least once a month. Take advantage of the social media posts. Consider other avenues that you can use that you might not be taking advantage of. Get your staff involved. Digital promotions have been very effective for us and I recommend they should be top priority for everyone’s marketing strategy for Auto Link.

What I Love About My Credit Union

I work with an amazing group of “Lady Bosses”! Our management team rocks and they want to see our credit union succeed with any new product we implement. This also trickles down to the front-line staff that work the loan leads and talk with members. I am very grateful that our team works well together and gives 100% effort in all that we do.



Angela Mitchell

AVP of Marketing

Members Exchange Credit Union

Marketing Tactics

- Email
- Social Media
- Digital Ads
- Newsletter
- Lobby TVs
- Radio
- Online Banking
- Mobile Banking
- Staff Pins
- Print Ads
- Statement Messaging

Website: mecuanywhere.com

Asset Size: \$115,349,506

Membership: 17,791