

## Marketing Ideas for Small Credit Unions

*It is often thought that marketing your credit union's products and services is an expensive and time consuming job. Time consuming it can be, but marketing does not have to be expensive in order to be effective! Most of you understand how important marketing is for your credit union. Below are suggestions for effective but inexpensive marketing ideas that will help your credit union grow. If you are interested in obtain some help with a marketing plan please contact Molly Hevia, Vice President, Growth by Design at [mollyh@gcua.org](mailto:mollyh@gcua.org) or call 770.623.2993 ext. 351.*

### 20 Easy Loan Marketing Tips that Save You Time and Money

- Ease the loan approval process.
- Extend loan limits and lines of credit.
- Use loan incentives for both members and employees.
- Make versatile loans.
- Have on-going pre-approvals.
- Refinance! Refinance! Refinance!
- Include a loan application with any loan marketing you do.
- Use postcards.
- Market to mid-life members – make marketing more visual and emotional.
- Market to younger adults – speak in terms of facts, figures, quantifiable benefits and a little good old-fashioned peer pressure.
- Use simple messages repeated over and over and over and .....
- Market to members that are soon to be college graduates. They are ripe for car loans, post-graduate student loans and virtually all the services your credit union offers.

- Insert loan stuffers in your daily mail.
- Learn how to market against 0% financing.
- Decrease loan approval turn-around times.
- Use testimonials.
- Use the same marketing message in newsletters, statement stuffers, postcards, posters and any other outlets you use to get your loan marketing to your members.
- Convert all loan marketing messages to the home page of your web site.
- Use pre-sort and bar coding on all direct mail. Use bulk mail postage instead of first class postage for direct mail marketing.

*Growth by Design is a marketing agency of The Alliance for Credit Unions*