

5 Things to Avoid in Credit Union Marketing



Learn how
to steer clear of
common pitfalls
and **hit your target**



DON'T Rely Solely on Organic Reach

Don't fall into the trap of focusing on organic reach only. Paid Advertising, Email Marketing, and Remarketing will put (and keep) you ahead of your competition.



Paid Advertising

A well-planned paid advertising element will take your strategy to a new level by helping you rank higher and generate organic conversions. Just look at the **631% increase in organic conversions** gained by Workers Credit Union which also increased its online banking application volume while decreasing its cost per conversion thanks to an integrated campaign.



Email Marketing

Email marketing is what keeps a credit union connected to its audience within its field of membership. Harvard Federal Credit Union (formerly Harvard University Employees Credit Union) and the Harvard Alumni Association exclusively work with employees and graduates of Harvard University and thanks to a clever **targeted email marketing campaign**, their open rates instantly jumped to 25%.



Remarketing Campaigns

Remarketing campaigns are how credit unions re-engage prospective members who have shown interest in the credit union's services, products, or social activity. This tactic keeps your credit union front and center in the people's minds, and drives them toward taking action, increasing the likelihood of conversion by up to 70%.

2

DON'T Ignore Data Insights

Ignoring data insights undermines your digital efforts. Anyone who ever said “Ignorance is bliss” clearly didn’t run any successful digital marketing campaigns.



Paid Advertising Insights

All of the data that’s gathered from your paid advertising campaigns will help you optimize and improve your marketing results.

What to look out for?

Gather information to effectively reach and engage potential members. Use demographics, intent data, and behavioral data to understand your audience's responses, improving ad placement and keyword selection. Metrics like click-through rates (CTR), open rates, and conversion rates indicate ad quality.

Where to find the data?

Use data analytics tools in Google Analytics, Adobe Analytics, Google Ads, and your social media platforms to access essential information. Familiarize yourself with these tools to extract key insights for your campaigns.

How to create reports?

The platforms mentioned above will help you create clear, concise reports of the metrics you select.

Analyze and optimize

Regularly monitor and analyze performance data to make informed decisions and optimize campaigns. Use insights to refine keywords, segment audiences, adjust ad copy and creatives, optimize landing pages, manage bids, and conduct A/B testing for continuous improvement.



SEO Insights

Knowing how and why customers find you helps reinforce your strengths and improve your weaknesses.

Where are visitors coming from?

Determine if visitors are coming to your site organically, through referrals, or directly from search. While much of a credit union's traffic is direct, it's crucial to confirm this.

What are some key SEO metrics?

Monitor keyword rankings, clicks, and impressions to adjust strategies promptly if needed. Track conversions to understand the monetizing actions visitors take on your site.

Websites and landing pages

Monitor which landing pages drive the most engagement and deliver the best results. Perform technical SEO audits to assess their performance and health. Use tools like Google Search Console, Google Analytics, SemRush, Ahrefs, ScreamingFrog, Adobe Analytics, and Firebase to assist you.



DON'T Neglect Mobile UX

Keep tabs on your competitors' mobile user experience (UX), since most internet users browse on phones and tablets.



Why mobile?

Mobile visits are 81% higher than visits from desktops, so providing a seamless user experience for mobile is not an option, it's a must.



More conversions

4 in 10 users state that if they have a bad experience with a mobile version of a website they will go directly to a competitor's website. This high bounce rate can affect your website's search engine rankings, and exhaust your daily budget without much conversion.



Gain knowledge

A competitive analysis provides insights into similar businesses, helping you make better decisions. By analyzing their online activities and tactics, you can identify where competitors operate and find ways to differentiate yourself.

These various free and paid tools can help with competitive analysis:

- [Facebook Ad Library](#)
- [Google Ads Library](#)
- [Ahrefs](#)
- [SEMrush](#)
- [Similarweb](#)

4 DON'T Forget to Stand Out

Credit unions differ from banks and should showcase this at every opportunity. Customization is key to meet member expectations, boost engagement, and highlight their unique qualities in the industry.



Customize and optimize

Personalized marketing can improve customer satisfaction by 20% and boost conversion rates by 10-15% according to McKinsey & Company. Without personalization, credit unions risk delivering the same generic messaging being put out by all the major banks that never resonates with people's unique financial needs.



Personalization brings more

About **80% of consumers** are more likely to do business with companies that offer personalized experiences, highlighting the significant impact tailored marketing strategies can have on maintaining member loyalty - a primary goal for every credit union in today's transactional banking landscape.



Attract more visitors

A **personalized email marketing campaign** can increase website visits by 12% and reduce the bounce rate by 10%.

5

DON'T Overuse Keywords

Keywords have become vital cogs in every credit union's online efforts but be warned: overusing keywords will do more harm than good.



Keyword stuffing

Keyword stuffing is the process of stuffing your content with keywords to try and drive your sites higher in search engine rankings. Stuffing keywords leads to wasted ad spend and lower quality scores as Google Ads' latest updates prioritize ad relevance and penalize those that appear spammy or irrelevant.



Keyword difficulty

Remember: the higher the keyword difficulty, the more frequently you will need to refresh and update it, meaning any keyword stuffing tactics will actually reduce efficiency and effectiveness.



Relevancy is key

Using relevant keywords ensures that ads are shown to the right audience - potential members who are actively searching for financial services that credit unions offer. This targeted approach leads to higher click-through rates (CTR) and better conversion rates, as the ads align closely with user intent.



Best practices

Optimize your budget and improve ad performance by focusing on keyword relevancy, enhancing member acquisition and retention. Keep updated with [Google Ads' latest keyword best practices](#) for the best results.

What I really appreciate about inSegment is their vast know-how. Whether it's improving our website, strategizing digital advertising, or crafting scripts for radio ads, having a one-stop shop for our needs is invaluable. Knowing that we have a partner who understands the financial industry is critical for us.



Chris Hendry
President & CEO of IC Credit Union


BONUS

The Most Important “DO” of Digital Marketing for Credit Unions: DO contact inSegment today to build a **winning digital strategy** for your credit union!

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