

Marketing Proposal 2015/2016

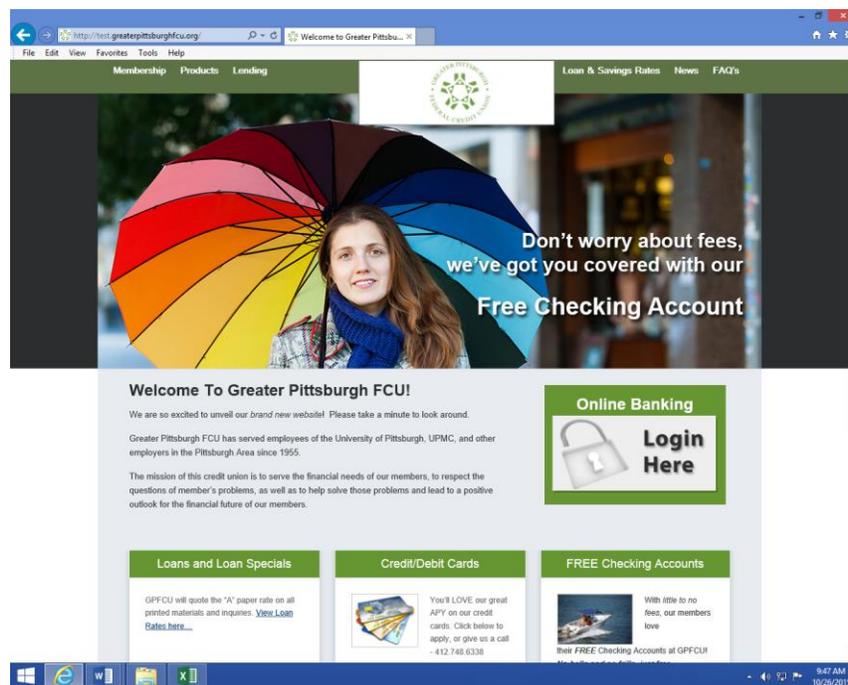
GREATER PITTSBURGH FEDERAL CREDIT UNION

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GPFCU Marketing Proposal 2015/2016

Much has changed at Greater Pittsburgh FCU over the last year for the benefit our membership, and our brand must now reflect this growth. While positive word-of-mouth has been our driving success, we are poised to solidify our reputation with an updated brand to widen our appeal to both current and potential membership. There are many pieces to this plan, but all will work together to create a consistent brand which will develop a sense of confidence in our staff and leadership.

Website



As the most prominent and necessary of our updates, the website will be the “home-base” of all marketing efforts. Most people today will research products and services online before committing to a new financial institution or when searching for new products. Our redesigned website will include a description page for each product and service offered by Greater Pittsburgh FCU, with main navigation headings as such:

- Membership
- Products
- Lending
- Rates
- News
- FAQ's

In 2014, a new Wordpress-based website was commissioned to D+H (and also our current website host) to promote a stronger brand and digital reputation for Greater Pittsburgh FCU. The Wordpress platform allows for our full control of the website content and design with knowledge of the software, without additional cost. This site was scheduled to go live at the end of August 2014, however changes in product and procedure policies made it necessary for content to be redeveloped. Content is currently being rewritten in-house to reflect the new policies and procedures of the credit union.

This site is still available in test mode offline (see test.greaterpittsburghfcu.org).

While we are still working with D+H to determine the steps moving forward, the live date is hopeful by January 1, 2016.

Logo



The current logo will be updated to reflect our growth and represent the new face of Greater Pittsburgh FCU. We are currently exploring options on a new design. Ideas will be accepted in-house, and possibly through our membership and polled on social media/website for a final decision.

We aim to have the new logo implemented by January 2016.

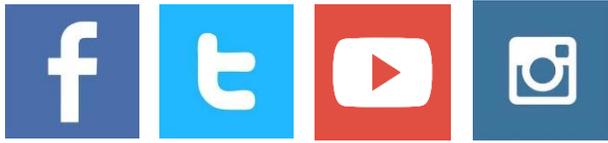
Once a new design is approved, the current logo will slowly be phased out as we use any leftover material, adding the new logo to any reordered supplies including: brochures, checks, pens, loan folders, envelopes, promotional materials, debit/credit cards, business cards, etc.

Campaign & Promotion Schedule

To maintain consistency through all channels, a campaign & promotion schedule is being developed. Campaigns will be developed following loan specials, credit union events, and other promotions the credit union wishes to push at certain times of the year. Each branded advertisement for all campaigns will be distributed as necessary for each marketing channel, and ensuring that the credit union is one unified brand.

All staff will be made aware of this schedule of promotions, enabling them to individually promote the campaigns and reflect the brand in member interaction as well. This schedule will certainly not be set in stone as events and situations may change, however this will allow a rough outline to prioritize efforts throughout the year.

Social Media



Social media can be a fun and engaging way to interact with membership and promote products and services. In 2013, Greater Pittsburgh FCU opened a Facebook page and has actively posted over the past year. In our efforts to promote our updated brand, our social media efforts will be revamped to ensure consistency in the brand. Our approach will be to actively engage with our membership, while following the campaign & promotion schedule.

In addition to the Facebook page, other social media platforms will be considered: Twitter, YouTube, and Instagram will be considered. These channels each have various forms of posting that would be advantageous for the credit union to be actively engaged in.

By the end of February 2016, we hope to have additional social media channels added and posting schedules planned through the end of 2016.

Staff will be encouraged to engage with the all social media, but must adhere to the Social Media Policy.

Newsletters

In 2013, print newsletter had been suspended due to budgetary cuts and the e-newsletter was established. Many of our members were without formal communication beyond mail statements. Print newsletters will need to be designed and reestablished with new brand standards starting in 2016. Email newsletters will also resume on a consistent monthly schedule starting in 2016 as well.

Emails will continue to be added and maintenance on flagged emails will be done periodically. We want to get as many people receiving our email communication as possible. Raffles and promotions can be used to boost email lists, as proven successful in the past.

Blog

In addition to the website, a blog would be a great addition to our newsletter and social media efforts. To display our expertise in the field, blogging would allow us to provide insight into our operations, personal finance, promotions, current events, etc. and to engage further with our membership while elaborating further on subjects presented in other channels. This would be updated regularly as outdated blog posts can become stale quickly and we want to promote engagement with our services/brand.

This would be implemented after all other digital channels have been (re)established, and added to the website as an additional main navigation heading.

Print Material

To coincide with the many branding changes, all print material including brochures, member packets, etc. will all need to conform to the new brand standards. Any material still in inventory that is relevant will be distributed until it is gone, new standards will be given.

These new materials will also be a great tool for staff to use to help promote products and services, ensuring that our members are informed and that we are doing all we can to promote financial literacy and awareness of our products.

Summary

- Update website content for a hopeful live date in January 2016.
- New logo implemented in January 2016.
- Develop campaign & promotions schedule to outline all marketing efforts for consistency.
- Create & update all social media channels by end of February 2016 with posting schedules through end of 2016.
- Update both print (quarterly) & email newsletters (monthly) to reflect new branding.
- Start blog & add to website after all other digital channels have been (re)established.
- Create and update inventory of brochures to reflect the most current information & new branding.