

SIEFER REPORT

Marketing and profit-improvement strategies from top banks & credit unions



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An Iowa CU is funding new loan growth with competitively priced CDs, and has found that 10% of them are opened online

Veridian Credit Union (\$3.7 billion, Waterloo, Iowa) is running a certificate special that offers enticing rates for two different products.

"Veridian is experiencing very strong loan growth," says Keith Mesch, Chief Financial Officer.

"In order to fund the increased loan growth, we're offering some limited-time CD specials to attract additional deposits. This is great for members who need loans, and great for members who are looking to earn higher rates on their deposits."

The Memorial Day CD special featured a 2.55 percent APY on a 24-month CD and 2.75 percent APY for 36 months—with only a \$1,000 minimum balance required to open.

"CDs that are opened with \$1,000 to \$99,999.99 earn the same rate," says Mesch. "CDs opened with a balance of \$100,000 or greater earn 10 basis points over the \$1,000 to \$99,999.99 CD."

Mesch says that the CD special is offered for any member making a CD deposit. "Since our membership eligibility includes Dwolla account-holders, our CD rates are nationally available."

Keith Mesch, Chief Financial Officer



Source: Veridian Credit Union (Waterloo, IA)

He says that, as a member-owned and not-for-profit cooperative, offering attractive rates is one of the ways that Veridian returns earnings to its members.

For example, he reports that in 2017, members saved an estimated \$22 million by using loan and deposit products at the credit union rather than at a for-profit financial.

Even though the special was themed around Memorial Day, the credit union hasn't yet set an end date for the campaign. "The end will depend on our members' response and our ability to balance that response with loan growth in accordance with our liquidity strategy."

He says that it was important to spread the word about the special since CDs are relatively easy to open at the credit union.

Ad for Memorial Day CD Specials

Memorial Day CD Specials

2.55% APY*
24 MOS. | \$1,000 MIN. BALANCE

For a limited time!

2.75% APY*
36 MOS. | \$1,000 MIN. BALANCE

OPEN ONE TODAY!

Veridian
credit union

*APY = Annual Percentage Yield. CD interest compounded quarterly. APY accurate as of 5/1/18 and subject to change. Penalty may be imposed for early withdrawal, and fees could reduce earnings on account. Withdrawal of earnings could reduce APY. Other rates and terms available. Membership subject to qualifications and minimum \$5 share deposit. Public funds and financial institutions not eligible for these rates. Federally insured by NCUA.

Source: Veridian Credit Union (Waterloo, IA)

“We wanted to make sure everyone in our field of membership knew about the special rates. We are using several tools, including digital display and search, Facebook, print ads, radio ads, and in-branch signage. We also reached out to Websites that we know depositors follow to make sure our rates appear. Credit unions are structured in a way that rewards members with great rates on both deposit and loan products. We are excited to have the opportunity to reward them with these great CD rates.”

Plus, members can open CDs entirely online, making the process convenient for both the member and the credit union. “Approximately 10 percent of the CDs that are opened are originated online.”

So far, the campaign is performing as expected, according to Mesch. “Our employees are excited to tell our members that we have significantly increased our interest rates on CDs.”

The credit union has designed its CD special landing page to cultivate membership growth. For example, the page includes a button that leads prospective members to not only open a CD, but also a membership. “We are excited to offer these great rates to potential members as well.”

Source: *Keith Mesch, Chief Financial Officer, Veridian Credit Union, Waterloo, IA; phone (515)289-5561; (Contact: Andrea Hudnut/PR) e-mail andrealh@veridiancu.org.*

Facebook's new algorithm forced this Virginia CU to change its posting strategy in an effort to keep engagement high

Like many businesses, **Blue Eagle Credit Union** (\$150 million, Roanoke, Virginia) is relying on Facebook as a valuable marketing channel.

For example, the Blue Eagle has had a beloved Facebook social staple for the past few years called "Free Movie Friday"—where the credit union poses a fun question on its page and those who comment on the post are entered into a drawing that Friday for the chance to win four tickets to a Regal Cinema.

"Our social media Free Movie Friday campaign has been extremely successful for us," says Andrew Alegre, Brand Ambassador. "When we started, we had about 450 likes on Facebook, and now we are up to 9,600 likes, due to our campaigns like Free Movie Friday."

Examples of Free Movie Friday questions include, *What is your favorite movie of all time?* and *What movie do you want to see this weekend?* "Responses mount, which can grow to as many as 500 for a single post," says Alegre.

"The drawing is random and we've been able to usually have a different winner each time. Sure, we've had a few people more than once, but we haven't had the same people win over and over."

Alegre says that the Free Movie Friday promotion was chugging along until about two months ago, when the social media platform pulled the rug out from under Blue Eagle—and just about every other business—by changing its algorithm.

"When the algorithm changed, we saw a dramatic drop in our engagement," says Alegre.

Blue Eagle was not the only business to see a decline, as a number of companies suffered because their content was no longer being seen.

“We knew we had to change our strategy to continue to keep engagement high. One move we made was to reduce the amount of copy that accompanied our photos.”

Alegre explains that Facebook picks up on content-heavy posts and does not feature them as readily as those that contain more images.

In addition, she says the credit union took advantage of the Facebook Live feature.

Facebook Live Post for Movie Ticket Giveaway

Blue Eagle Credit Union
May 23 at 8:42am · 🌐

We're giving away 4 FREE movie tickets this week! Comment on who you would bring to the movies with you, and you're entered. It's that simple! Share this with your friends, maybe they'll take you if they win. The winner will be posted here on Facebook at 10:00 am Friday. This contest is not sponsored nor administered by Facebook. No purchase necessary. Ticket package value \$64. Tickets must be claimed within 30 days.

The video shows a woman in a blue jacket and jeans holding a large red and white striped popcorn bucket, standing in front of a sign that says "Eagle Vision & AT Drive up".

Source: Blue Eagle Credit Union (Roanoke, VA)

“When we hold our Free Movie Friday drawing, we do it live rather than just post about it.”

Alegre says that doing a live post accomplished some important goals. “We were able to be featured on Facebook, plus we could talk about other events happening at the credit union.”

Blue Eagle is also taking advantage of the Facebook poll widget, says Alegre. “Facebook likes to see people using that tool, so we try to do polls to keep our content relevant to our members, too.”

Source: *Andrew Alegre, Brand Ambassador, Blue Eagle Credit Union, Roanoke, VA; phone (540)855-3605; e-mail andrew.alegre@blueeaglecreditunion.com.*

Holistic seminars are pulling in members and prospects to the many branches of this Pennsylvania credit union

When **Ardent Credit Union** (\$650 million, Philadelphia, Pennsylvania) made the change from being a Select Employee Group (SEG) credit union to offering membership to the community, President and CEO Rob Werner knew the credit union would need to do something impactful to get prospective members' attention.

"We've been around for 41 years, but because we were SEG-based, the credit union wasn't as well known," says Werner. "Our strategy when we went community-based was to expand on the ground and add branches to boost visibility and accessibility."

He adds that although a growing number of financial institutions are scaling back on branch banking, many continue to embrace the brick-and-mortar location concept.

"People still rank branch location as the number one reason they select a financial institution. We needed to begin to build our network."

New seminar series

With that in mind, Warner says he began searching for ways to drive traffic to his growing branch network. "I got the idea of doing some sort of seminar series while shopping at L.L.Bean. I was checking out and noticed a chart of seminars listed behind the counter. The seminars were varied, too, like fly fishing and other interesting activities."

Werner says he wondered whether the credit union could do something similar—and its seminar series was born.

However, he says Ardent's seminar series is not like others commonly provided by financial institutions. "We take a holistic approach to wellness with our members and also with our seminar series."

"Of course, we include financial seminars like car or homebuying, but we also invite experts to come to a branch to talk about nutrition, how to reduce stress, and even organization."

For example, at the credit union's "Outer Order, Inner Peace" seminar, an organizational expert walked attendees through how to effectively organize their closet.

Werner says that every seminar includes a giveaway component. "That way, we can gather data on who attends and possibly use it for future follow-up. Plus, it adds more excitement to the event."

The Outer Order, Inner Peace seminar, for instance, featured a drawing for two hours of free organizational help at the winner's home.

"Outer Order, Inner Peace" Organizing Seminar



Source: Ardent Credit Union (Philadelphia, PA)

The credit union also hosts evening wine and India Pale Ale (IPA) tasting events. "Those are really fun, because we invite a local expert or sommelier to teach the class. In fact, we've had a few local IPA breweries crop up around our branch network. One was recently ranked as one of the fastest growing in the nation."

Werner says that he lets the experts run the show at the wine and beer tastings, and at the health and wellness seminars. "One of our senior managers and about four employees are present, but we don't do any credit union selling during these events. The whole idea is to get people to come to the branch, see we are here, and have an enjoyable evening."

He says that food is available for attendees at the seminars, and each branch is also fully stocked with promotional material so that attendees are surrounded by information while they sip wine or learn about how to prepare a healthy meal.

"We've learned a few things about how to conduct a successful seminar along the way," says Werner.

"Beyond the Tap" Beer-Tasting Event



Source: Ardent Credit Union (Philadelphia, PA)

For example, he says the credit union promotes the upcoming seminars on its Website and on social media, but initially, it didn't follow up to confirm the RSVPs—and quickly learned that while people would express interest in the seminar, not everyone who did showed up. “Now, we make a follow-up phone call right before the event so that we have a solid guest list and know how much food to order.”

Werner says that because the branches are located in shopping centers, customers passing by often take notice.

“Our events are typically held at about 5:30 p.m. and run for a few hours. If customers are in the area at a restaurant, they might see our lights on and people mingling. It sparks interest and is one way to feature that we are open.”

Source: *Rob Werner, President & CEO, Ardent Credit Union, Philadelphia, PA; phone (800)806-9465; e-mail (Contact: Devan West, PR) dw@neffassociates.com.*

Here's a list of financial services that business owners want most from their bank or credit union today

I have been a business owner for 38 years, plus a banker before that. So, I have a pretty good idea of what businesses want from their financial institution.

Here's a list of what I believe are the most valuable services you can offer any business:

■ **Operating loans and credit lines.**

Every owner, no matter the size of his or her business, is concerned about future cash flow requirements.

The bad news is that operating loans can be risky, especially to new businesses.

One seasoned entrepreneur I know put it this way: *Years ago when we started our company, my partner and I decided to only use our personal savings to fund our business operations. Looking back, I can now say this was the exact same recommendation we got from every banker in our county!*

Today, business owners who can qualify for an operating loan, or can get a line of credit to cover those invariable slow periods, have a huge advantage over their undercapitalized competitors—especially during their first few years.

Bankers who know how to get these loan products set up right are doing an immense service to the business community.

■ **Flexible equipment loans.**

It often takes a few months or years for a business owner to sort out his or her equipment needs. And because most businesses are undercapitalized when they start, the equipment they do have to work with is often used and certainly less than “state of the art.”

New equipment and machinery that can automate tasks, reduce costs, and speed up work in progress can be enormously beneficial to the business owner's bottom line.

For example, a \$50,000 piece of equipment that can pay for itself in 18 months and be financed over 36 months is a win-win scenario for both the financial institution and the business owner.

■ **Credit cards for the owner and key employees.**

A VISA® card, Mastercard® or American Express® card, for instance, makes it easy to keep track of travel expenses and other qualified business purchases.

Many companies also allow their employees to personally benefit from the card's rewards program. So, just having one of these cards becomes an added employee benefit for officers and managers at the company.

While competitive rates can obviously be important, most businesses pay off the card's balance each month.



Source: www.depositphotos.com/12857998

■ **New customer referrals.**

Everyone likes new business referrals, especially if they come from bankers and other trusted individuals.

For example, I recently went to a dermatologist who was referred to me by my primary care physician. When I met the dermatologist, I clearly explained that I was there because of this referral.

You could almost see the dermatologist's eyes light up! My guess is the dermatologist sent

a "thank you" e-mail to my referring doctor that same day. If not, you can bet he gave him a call or personally visited with him later, just to say how much he appreciated the referral.

My point is that every business owner reacts the same way. If you have an opportunity to refer a new customer to one of your business owner clients, by

all means do it. They will remember it forever!

■ **Competitive real estate loans.**

At some point, most business owners will purchase real estate to build a new office building, enlarge their warehouse, or simply expand their operations.

Competitive below-market rates are an easy way to tell your business owners how much you appreciate them. For example, I've had many operating loans during my span as a business owner, but would be hard pressed to recall the interest rate for even two or three of them.

The great loan I got for my office building, however, I remember vividly. I also thought about it each time I was approached by a competitive financial institution asking for my business!

■ **The latest mobile banking services.**

I'm sorry to say this is one place my primary financial institution falls short.

Mobile deposit, bill pay, and archived account statements would be great for my company, but the institution I do most of my business with doesn't offer these services.

I see them at the other institutions I do business with, and would like them, but they are simply not yet available at my PFI. Compounding this problem is the fact that I travel extensively and always have my iPhone X with me. A strong mobile app, coupled with the latest mobile services, would help keep me happy, no matter where I am at.

■ **Friendly and helpful officers to work with.**

It's interesting to note that I have done business with the same two officers at my PFI for over 38 years!



Source: www.depositphotos.com/62158000

Given the frequency of mergers and acquisitions, I'd say that is quite remarkable.

It also helps offset any shortcomings I see in my institution, such as the lack of mobile technology.

At the end of the day, I know that these two officers have personally handled all of my deposit and loan relationships during the past 38 plus years—and have done an excellent job for me. Plus, they have helped coach my kids' sports teams, attended family weddings and funerals, and have simply been there when I needed them.

-Dan Siefer, CEO, Siefer Consultants

If your goal is to attract more first-time homebuyers, these seven strategies can help you achieve it

When asked to identify their primary financial institution, many people will say it's where they have their mortgage loan.

This places a lot importance on getting the first mortgage loan from prospects.

Here are seven actions that can help you do this:

1) Beef up your online ads.

Instead of just saying that you have a product for first-time homebuyers, prove it. For example, grab prospects' attention with an attractive Website banner ad that promotes your first-time homebuyers' mortgage. Of course, your banner should also include a link to a detailed landing page, just for first-time homebuyers. This action, alone, will ensure that your institution shows up more often on first-time homebuyer Google searches.

2) Shrink your down payment requirement.

For some first-time homebuyers, a 10 percent down payment might be feasible. But for the bulk of them, it won't be.

For example, our family spends time in both Minneapolis, MN and Naples, FL. In these two locations, the median price of homes has skyrocketed in the past few years. To buy a condo and qualify for a \$300,000 mortgage loan, a first-time homebuyer would need to come up with \$30,000 to fill a 10 percent down payment requirement—but just \$9,000 for a 3 percent one. This \$21,000 spread is guaranteed to convince many first-time homebuyers they should continue to rent. For this market, the cash-down requirement and monthly payment amount are key.

3) Co-sponsor a first-time homebuyers seminar.

Which brokers in your community do the most business with Millennials and other young first-time homebuyers?

These are the people you will need to win over if you want to get more mortgage loan referrals from them.

One easy way to do this is to co-sponsor a home-buying seminar for first-time buyers. Your mortgage lender presents half of the seminar, and the broker does the other half.

This can also help you establish a better relationship with the broker, as you work together to close and fund more loans.

4) Use Facebook marketing to target prospects.

As you know, Facebook gives you many options to identify and communicate with new and existing customers.

For example, you might assume that many first-time homebuyers are recent college graduates and working full time in their job. You might also assume that they are under 35 and have been renting for several years. Plus, some will be recently married and others will not.

Once you have identified these attributes, set up several Facebook marketing tests to target them. When you hit pay dirt, then scale it out.

5) Set up a booth at a homebuying fair.

First-time homebuyers are information seekers—much more so than people on their second or third home loan.



Source: www.depositphotos.com/10493371

Identify the top five questions first-time homebuyers ask, and then answer them in an attractive free handout.

You might also consider holding a drawing for a free prize, in order to capture the names and e-mail addresses of people stopping by your booth.

6) Create video testimonials.

User testimonials are always powerful and fortunately, this really isn't as hard as it sounds to put together. Simply contact three or four of your recent first-time mortgage loan customers, and ask to record them as they describe what they liked best about your mortgage loan process. Then get some professional editing to make it look and sound good.

Links to these video testimonials can then be included in your customer or member newsletter, as well as in direct e-mails to prospects.

7) Contact large employers within your market.

Companies like Cintas continually hire new college-educated recruits. If you have some of these companies in your market, make a personal call on the local manager.

Then, explain your first-time mortgage loan product to them, and ask if it'd be possible to drop off some special packets of information they can give to their new hires.

About one out of every 10 packets will help spark a new loan.

-Dan Siefer, CEO, Siefer Consultants

This California CU's auto loan offer includes a rate discount, drawings for free gas cards, and e-mails to members

Wescom Credit Union (\$3 billion, Pasadena, California) recently launched an auto loan campaign that's drumming up sales, according to Adriana Welch, Vice President of Consumer Lending.

The credit union's "Cruise through Memorial Day with Autoland" campaign started in April and runs through the end of June.

During the promotion, members who purchase an auto loan through **Autoland**—the credit union's auto-buying service—can earn a 50-basis point discount.

"We've run discount promotions with Autoland a few times in the past," explains Welch. "However, this is the first one of the year."

Sticker Worn by Employees for Memorial Day Offer



Source: Wescom Credit Union (Pasadena, CA)

The credit union began partnering with Autoland in 2017, says Welch. "Both the members and our front line staff anticipate our Autoland promotions. Members love our car-buying service, plus the discount."

When the campaign kicked off in April, the marketing focused on the rate discount.

Ad for "Cruise through Memorial Day with Autoland" Campaign



**Get Month-Long
Memorial Day Savings**

Save 0.50% APR*
on a Wescom Auto Loan with Autoland
and Be Entered to Win a \$100 Gas Card

WESCOM Credit Union 

AUTOLAND
SHOP SMART. DRIVE HAPPY.

*APR: Annual Percentage Rate. The 0.50% APR Autoland subscriber rate discount offer is valid May 1, 2018 through June 30, 2018 (the promotion period). To qualify for this offer, you must begin your new or pre-owned vehicle search with the Autoland car buying service during the promotion period and finance your Autoland vehicle purchase with a Wescom Credit Union Auto Loan by June 30, 2018. Offer is subject to change or end without notice and other restrictions apply. Please speak with an Autoland representative for complete details.
*Members who finance their Autoland vehicle purchase with a Wescom Credit Union Auto Loan by May 31, 2018 will be entered to win a \$100 gas card. Five will win. Official Sweepstakes Rules apply. GR cards may be subject to PSD reporting.

Source: Wescom Credit Union (Pasadena, CA)

"We didn't include the Memorial Day component for the first month since we were a long way away from the holiday," says Welch.

The credit union then updated the campaign's theme in May to incorporate Memorial Day, plus added an incentive. "In addition to the rate discount, members who purchased an auto through Autoland and funded their loan through Wescom were automatically entered into a drawing to win a \$100 gas card."

The credit union plans to give away five gas cards, and a random drawing will be held at the end of the campaign. "However, gas card eligibility is only during the month of May."

The remaining June promotion will revert to the previous theme—with the rate discount being the main draw.

Welch says that three-month campaigns can make it tough to command the audience's attention, which is why mixing up the theme is working well for the credit union.

She says the majority of the marketing for the campaign has been through electronic delivery. "We sent e-mails to members who already went through and were pre-approved for an auto loan at the credit union. We pre-approve about 66,000 members each quarter."

Each of the pre-approved members received an e-mail alert early in the campaign, she says. The e-mail informed them about the promotion and reminded them that they were already pre-approved for the loan. "We also have a rolling banner on our Website and have posters in the branches."

Additionally, employees wore stickers that read, *Ask Me About Our Autoland Memorial Day Offer*.

The credit union is also featuring the campaign through Facebook and Instagram posts. "We took more of an educational approach to the campaign for social," says Welch.

“So far, we’ve funded 46 loans for about \$1 million and are about halfway to our goal. We are confident we’ll be able to reach our goal of \$2 million by the end of the campaign. I think what’s making this promotion a success is the combination of marketing, the incentive, and the giveaway. The gas card element is something new that came from a marketing brainstorming session, which is really fun.”

Source: *Adriana Welch, Vice President of Consumer Lending, Wescom Credit Union, Pasadena, CA; phone (888)493-7266; e-mail (Contact: Maggie Habib PR) maggie@mpublicrelations.com.*

Here are three unique ways to take your annual customer or member appreciation event to the next level

It is that time of year again, when financial institutions everywhere are thinking about this year's customer appreciation event.

Before you set your 2018 plans, why not stretch your imagination a bit and examine how you could make it even better?

Here are three unique ideas to get you started:

1) Focus on the food.

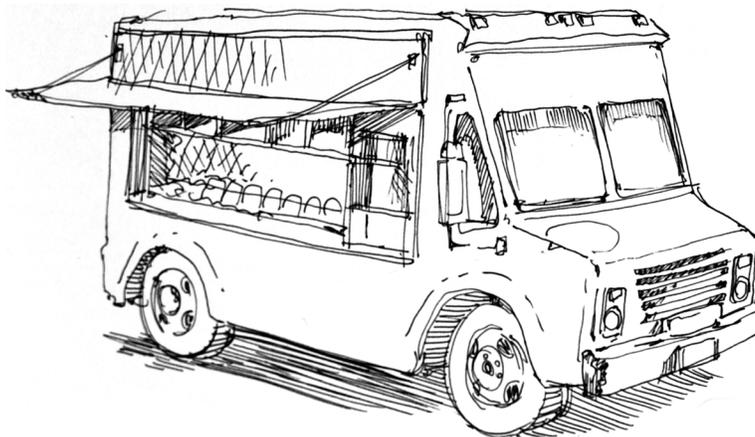
Let's be honest. Free food is a huge draw for these events, and the better your food sounds, the more likely it is that people will come.

For example, if you are serving your guests coffee, lemonade, and doughnuts—that's fine.

But if you're grilling chicken, hamburgers, and hotdogs—that's even better.

And if you *really* want to stand out, hire a caterer or bring in a food truck.

That way, you can serve your guests spring rolls, Thai chicken lettuce wraps, smoked pulled pork sandwiches, or whatever you desire—all prepared by professional chefs who know what they are doing.



Source: www.depositphotos.com/47562751

You'll also want to feature pictures of this great-tasting food in your promotional ads, with copy headlines such as this: *Lunch is on us this Thursday! Please stop by our Rosewood Branch between 11 a.m. and 1:30 p.m. to enjoy one of the best meals you'll have all year!*

2) Let your bankers be bankers.

While it's true that customers often enjoy watching their banker flip burgers at a customer appreciation event, it's also possible to do things differently.

For example, while your guests are enjoying their free, delicious lunch, why not have your officers mingle with them and work the crowd a bit?

No, there is nothing wrong with this. Just imagine that you are a guest, sitting at a table yourself, eating, and just people watching. Suddenly, your institution's CEO pulls up a chair beside you to visit and enthusiastically thanks you for coming.

Are you going to be pleased to receive this personal attention? Of course you are! In fact, you may remember this brief exchange even longer than the meal.

Now, imagine that all of your officers and customer contact employees are doing the same thing. What a great, positive impression they would make on your guests!

3) Give people a gift as they leave.

After your guests have enjoyed their lunch and have had a friendly conversation with your staff, they are ready to leave.

It's at this point that you give them a free gift.

Specifically, you'll want to have a couple of your tellers or other well-recognized employees standing just outside of the eating area, thanking people again for coming.

As someone leaves, your employee might say the following to him or her: *Thanks again for having lunch with us today! I also wanted to give you this free gift for coming!*

What is your free gift? Anything that your guests would find useful and want to keep.

The main thing, however, is to put their free gift into a bag so that you can also include a flyer highlighting their additional gift—such as special deposit and loan rates offered exclusively for your luncheon guests. And be sure to make these rates good for 30 days.

Will your guests return next year? And will they also tell their friends about your great lunch and special rates? It's highly probable they will!

-Dan Siefer, CEO, Siefer Consultants

If you're looking for new marketing ideas that work, enlist the help of your relatives, friends, and co-workers!

As a financial marketer, you create new ads and promotions almost all of the time. And while many of these promotions are probably Website designs, you are also likely to create e-mail sales letters, direct mail packages, YouTube videos, newspaper, radio and TV ads, and more.

Now, imagine if someone outside of your institution were to see *all* of your ads that you create and send—plus diligently collect and keep them. Wouldn't they have a pretty good idea of what you are selling and how you are selling it?

They might even be able to guess how successful your promotions were based upon the number of times you repeated them.

Considering this concept, here is a unique idea for should try...

Starting today, ask your family, friends, and co-workers to keep their favorite marketing pieces, and then send them to you,

For example, if your mother gets a clever direct mail package asking for a donation to the local zoo, ask her to keep it and give it to you.

What if she happens to live three states away? No problem. Simply have her take a picture of each piece in the package—both front and back—and then e-mail or text it to you. It might also help if she types a few comments about *why* she liked the package, and what motivated her to open it.

This idea also works with Website promotions, landing pages, and e-mailed newsletters. Simply have your family member, friend, or co-worker e-mail you these links. In no time at all, you will be building a complete library of new promotional ideas.

Can a direct mail promotion from a non-profit organization be adapted to work in your financial institution? Of course it can! Most sales ideas are universal, in that they can apply to any organization with minor modifications.

Here are a few more things to think about as you build your promotional library:

- Note the size of the organization that is sending or running it. Big organizations have big marketing budgets, lots of customers or members, and top-notch marketers. For example, if they are sending a four-piece direct mail package to 75,000 people, you can bet that it will be successful.
- Click on all of the links in an e-mail blast. The real purpose of an e-mail is to get the reader to do something—such as linking to a landing page that has the call-to-action. If your friend sends you an e-mail she got from an auto dealership, be sure to hit all of the links in it, and consider how you might respond to them.
- Carefully watch YouTube ads and videos. In my opinion, YouTube is the single best media out there. It appeals to virtually everyone—from grandfathers to toddlers—plus it’s largely untapped. When you get a YouTube link, watch the entire ad, and the entire video. Both can be effective marketing opportunities.

With just a bit of effort, you can quickly start benefiting from the best ideas of top marketers—no matter where they are located or who they work for.

And here’s one final tip: Be sure to e-mail a quick “thank you” to your family members, friends, and co-workers each time they send you something.

-Dan Siefer, CEO, Siefer Consultants

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Current Rates

CD RATES (APY)

	Current	Last month
1-year	2.35%	2.25%
2-year	2.75%	2.55%
5-year	3.10%	3.00%

Source: www.bankrate.com

CHECKING (APY)

	Current	Last month
Interest checking	5.00%	5.00%

Source: www.bankrate.com

SAVINGS (APY)

	Current	Last month
Savings	1.90%	2.00%
MMA (\$10,000)	2.01%	1.80%

Source: www.bankrate.com

TREASURY BILLS

13-week (investment rate)	1.931%
26-week (investment rate)	2.080%

Source: www.publicdebt.treas.gov

STOCK INDEXES

Dow Jones Industrial Average Current	24,635.21
NASDAQ Current	7,554.33

PRIME RATE

Prime Rate current	4.75%
one month ago	4.75%
one year ago	4.00%

Source: www.bloomberg.com

MORTGAGE RATE AVERAGE

30-yr FRM current	4.39%
one month ago	4.43%
one year ago	3.91%
15-yr FRM current	3.83%
one month ago	3.85%
one year ago	3.10%
5/1-yr ARM current	4.07%
one month ago	4.33%
one year ago	3.11%

Source: www.bloomberg.com

NEW CAR RATE AVERAGE

60-month New Car current	3.69%
one month ago	4.23%

Source: www.bankrate.com

VARIABLE RATE CREDIT CARDS

Current Rate	17.00%
Rate one month ago	16.93%