



ON THE MARK
STRATEGIES

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Three Things You Didn't Know Your Marketing Was Missing

We've all been there. You're so close to your marketing that you don't see the misspelled name or the missing comma until after it's live.

Not a fun oops, especially if your CEO catches it before you do...

But that's not what we're talking about here.

What we're talking about here are big-picture shifts that could add hundreds of thousands of dollars to your credit union or community bank's bottom line if you do them **the right way**.

For each of these, you'll probably fall into one of two categories:

1. *Wait, that needs to be part of marketing? Why?*
2. *I definitely thought I was doing that. Are you telling me I'm not?*

Wherever you fall, it's okay. The marketing assessments we do for credit unions and community banks across the country are proof you're not alone.

Here are three things you didn't know your marketing was missing (and of course, how to fix them):

EASE

What are you offering? How will it make the consumer's life better? How do they buy it? A consumer must be able to answer those three questions within about .02 seconds of viewing your website, Google ad, Facebook page or any other marketing piece.

The more people have to think, the less likely they are to act. You have to make it easy.

EMPTINESS

Just because you can add another picture doesn't mean you should. You don't need to fill every inch of a website header. You don't need to use all the words your lending team says you do (controversial, we know).

The less "stuff" you have in your marketing, the more likely people are to focus on the most important thing. Don't be afraid of empty space.

EMOTION

The marketing you remember is the marketing that made you feel something. A rate on top of a stock photo doesn't make you feel anything.

The more you connect with people emotionally through words and photos – specifically ones that show you understand where they are and where they want to go – the more likely they are to go with you.

"You didn't just tell us what was missing, you showed us how to make it better with actionable steps we can actually do. The marketing assessment with On The Mark Strategies was amazing!"

Yvonne Kershner, CEO
BRAZOS VALLEY SCHOOLS CREDIT UNION
KATY, TX
\$893 MILLION ASSETS
57,000 MEMBERS

BONUS

Strategy. We'll talk next month about what makes a winning content marketing strategy and why you need one in the first place, so stay tuned...

Curious if anything else in your marketing is costing you money without you knowing it? We'd love to help.

[Click here to get your personalized marketing assessment started today.](#)

Connect with us!

