



LSCU MEDIA STRATEGY

PALM BEACH

FINAL 5/15/14

AGENDA

- Planning Parameters
- Media Strategy
- Media Recommendation
- Media Flowchart
- Budget Summary

PLANNING PARAMETERS

- **Objectives:**
 - **Primary:** Continue to create consistent brand awareness to grow membership at LSCU's locations.
 - **Secondary:** Continue to create awareness of the benefits of LSCU and credit unions in general.

PLANNING PARAMETERS

- **Primary Target Audience:**
 - Primary - Women 25-49
 - Secondary - Adults 25-49
- **Timing:**
 - Start May 28, 2014 - June 30, 2014 (4.5 weeks)
- **Budget:**
 - \$9,639.00

MEDIA STRATEGY & TACTICS

MEDIA STRATEGY

- Select impactful media that generates enough frequency to build brand awareness
- Select some media that is accountable to help ensure enough traffic is delivered to web site
- Find impactful creative units that allows our message to stand apart from the cluttered market

MEDIA TACTICS

- Based on the market's budget and the following reasons:
 - Ability to extend flight of campaign
 - Knowing people consume media differently
 - Ensuring that we have enough dollars to penetrate efficiently

- Below are the media vehicles chosen in priority order:
 - Internet

INTERNET

- Since Internet is the major source for gathering information and only 2% of our target audience does not use the internet, internet presence will be key. This will also allow us to extend the campaign for 4.5 weeks. Online advertising will increase brand awareness and drive traffic to www.BetterNameForBanking.com efficiently and effectively
- **CPC advertising:** only pay when users click on the LSCU ads to guarantee traffic to the website and ensure low CPC and generate thousands of free impressions.
- **Low CPM / remnant:** allows us to run on various websites to increase online presence, yet pay a discounted rate
- **Impactful units:** creative stands out from standard to catch viewers attention, as well as offers more size for detail in the creative unit

SEARCH ENGINE MARKETING

- SEM lets you create ads and choose keywords which are words or phrases related to your business
- Ads appear on Google when people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you
 - Desktops, tablets and mobile
- SEM attracts customers by simply clicking your ad to make a purchase or learn more about you
- Pay only if people click your ads (CPC)

EXAMPLE SEM KEYWORDS

- credit unions vs banks
- credit union
- credit unions
- bank credit union
- banks and credit unions
- what is a credit union
- best credit unions
- credit union interest rates
- credit union rates
- credit union cd rates
- interest rates
- cd rates
- mortgage rates
- car loan
- car loans
- refinancing home rates
- Florida credit unions
- Florida credit union
- Southeast credit unions
- Can I join a credit union
- credit union loans
- credit union mortgage rates
- qualified mortgages
- auto loans
- used car loans
- used auto loans
- best loan rates
- low rates
- lower rates

NEW ADDITIONS TO SEM

- **Sitelinks** are a new way to expand your ad with extra links to specific pages of your website.
 - The sitelink ad extension lets you show several links beneath your ad.
 - Customers get quick access to pages of your site and can choose the specific page they're most interested in.

Credit Unions - We're Giving Banking A Better Name

www.BetterNameForBanking.com

A credit union is better than a bank. Better rates. Better Service.

What's Better - Find a Credit Union - How Much Can I Save?

FACEBOOK

- Do not need a Facebook Page to advertise
- Tile ads can be purchased on a CPC, cost-per-click, meaning LSCU only pays when a user clicks on the ad.
- In the Marketplace (through Facebook), ads can be targeted by age, gender, location, and keywords in profile

NEW ADDITIONS TO FACEBOOK

The Facebook Exchange is another way to buy ads on Facebook with more options to target our audience.

- Exchange
 - **FBX Right Hand Rail (RHR) Retargeting and FBX Newsfeed**
Retargeting: Retargeting all visitors who have shown intent as they are gathered as data or 'cookies' on Client's Site & Retargeted while Users peruse Facebook
 - **Newsfeed:** Run a sponsored post to appear on your targeted audiences newsfeed
 - **Look-a-like:** Will take the users that have been retargeted and have the system match these users behaviors to new users with similar behaviors while looking for behaviors that are similar to the client's target audience
 - Bought on a CPM basis

FACEBOOK

Sponsored Newsfeed Post

Like · Comment · 9 minutes ago near Duluth · 8

6 people like this.

Heather · Mike Stone As if I needed another reason not to vote for him...
2 minutes ago via mobile · Like

Write a comment...

Patty Peterson
Girl Scouts event... Me, Jearlyn Steele, Bobby Vandell, Norah Long, and Paul Peterson · Mpls Convention Center

Girl Scouts Gala April 21st, 2012
Picture by Christine Wuch

Like · Comment · See More Photos · 10 minutes ago via ScruggMug · 8

Rhea Drysdale likes a link.

aimClear
Repeat: aimClear® Named One Of The "Best 100 Companies To Work For" In Minnesota! :)

aimClear® Named One Of The "Best 100 Companies To Work For" In Minnesota!
www.aimclearblog.com

I could not be prouder of our team, the work we do together, and now it's official. Minnesota Business just named aimClear one of the "Best 100 Companies To Work For."

Like · Comment · Share · 19 · 2 · April 18 at 11:21am · 8

Sponsored

Patty Peterson
Off to perform at the Memorial Blood Center's "What's Your Type Gala". It's at the TCF Stadium in the DQ room. Donating blood saves lives... Mine was one of them!

Right Hand Rail Ads

facebook Search for people, places and things Watauga Wize Find Friends Home

Watauga Wize

Update Status Add Photos/Video

What's on your mind?

Public Post

Upcoming Events

HO HO HOLIDAY MARKET
November 28 at 10:00am
Winter Park Farmer's Market in Winter Park, Florida
Join · 145 people are going
See 1 more

Cathie Rock
We were on at 830. Laura saw us anyone else?
Like · Comment · Share · 3 hours ago near Long Island City, NY · 8

Lauren DeLormier likes this.
View all 8 comments

Pamela Head Thomas Walroma in New York

Create Event

betternameforbanking.com
CREDIT UNIONS
Check out how our car loans compare with banks. (Spoiler alert) We win!

Facebook Studio
There's one last deadline for your campaign to beat: 12/31.
www.facebook-studio.com/awards

Like This Page

betternameforbanking.com
CREDIT UNIONS
Check out how our car loans compare with banks. (Spoiler alert) We win!

PALM BEACH, FL

| **WEEKS BEGIN ON MONDAYS* | | | | | | | | | | | |
|----------------------------------|-------------|---|---|----|----|-------------|---|----|----|----|-------------------|
| Palm Beach | June | | | | | July | | | | | TOTAL COST |
| | 26 | 2 | 9 | 16 | 23 | 30 | 7 | 14 | 21 | 28 | |
| Online | | | | | | | | | | | \$9,639 |
| SEM | | | | | | | | | | | \$3,000 |
| Facebook | | | | | | | | | | | \$6,639 |
| TOTAL COSTS | | | | | | | | | | | \$9,639 |