



Campaigns

Marketing to build relationships and achieve goals.



What is a campaign?

A campaign is an excellent way to inform your audience by using multiple channels.

There are many ways to build a campaign. We have the tools to get you exactly what you need:

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- HTML Emails
 - Targeted Audiences
 - Outbound Phone Calls
 - Print Pieces
 - Social Media Posts
 - Mobile and Online Banking Banners
 - It'sMe 247 Online Banking Messages
 - Custom Reporting

RevGen Campaigns

Xtend has three general campaign services:

- 1. Custom Message:** The One [message] and Done Campaign - quick turnaround, short and sweet emails/messages you need to send (Xtend sends about 50/mo).
- 2. Custom Campaign:** Tell us what you need, and we'll deliver (as applicable). Not every campaign fits into an annual subscription; but we're still here to help deliver your campaign needs. We'd work together to identify campaign details like topic/audience, marketing channels, and timeline.
- 3. Custom Bundle:** Bundle of 2-16 custom campaigns to drive awareness to your credit union products, services, and promotions.

How Can You Use a Campaign?



Reach your members how you want, when you want. From generic campaigns to custom content, your members will never miss out.

Not sure what topic to start with?

Remember, campaigns aren't just about sales. It's important to build a relationship with your members while keeping them informed.



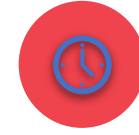
Sales and Promotions



New Products



Special Events & Announcements



Closings/Altered Hours



Refer-a-Friend



Member Satisfactory Survey



Member Appreciation



Financial Literacy

Content Examples

❖ Xtend has a growing library of materials ready to be branded to your credit union – we're also ready to create made-for-you content on any topic.

❖ We will never send out content that has not been reviewed and approved by your credit union.



There's always room for improvement.

Success CU can help you finance your summer house projects!



Whether it's time to upgrade your kitchen appliances, finally fix that leaky roof or build that backyard oasis you've been dreaming of - our Home Improvement Loan is exactly what you need to get started.

- Loan rates as low as 6.49% APR*
- Repayment terms up to 84 months
- Unsecured personal loan without collateral
- Exceptional, friendly service
- Quick and easy application process

Turn your home into a space you'll never want to leave - click the button below to start your application today!

[Apply Today](#)

Have questions? Give us a call or send us an email.



Important Dates Take Note

Scheduled Maintenance

We recommend making a withdrawal to have cash on hand, prior to XX/XX/XXXX

[Day, Day 1]

- Bill Pay services are unavailable.



[Day, Day 2]

- Online and mobile banking is unavailable after [time].
- Last day for eAlerts on our current online banking platform.
- Audio telephone banking service are unavailable

*Please note: In order to set up our new Bill Pay services, no recurring payments will process (DATE) to (DATE). All payments scheduled during this time will process on (DATE).

[Day, Day 3-4]

- All branches are closed.
- Audio telephone banking, online banking and mobile banking services are unavailable.



Sign up and you could win!

E-Statements are a simple and convenient way to review your monthly account activity. They are stored securely and are easily accessible through online banking. You will receive an e-mail notification when a new statement is ready. E-Statements prevent the possibility of paper statements being lost or stolen. They save paper and make it easy to stay organized.



Enroll in E-Statements before **December 31, 2021** and you will be entered to win one (1) of five (5) \$50 rewards*!

Click the button below to enroll and be entered to win today!

[Enroll Now!](#)

Thank you for being a member of Success CU!

Have Questions? Contact Us



Your feedback matters!

As we continue our mission to be the most environmentally responsible credit union in the nation, we also strive to continue offering amazing products and services to our members.

Have you had an interaction with an employee that went above and beyond to help you? Is there a product or service you have utilized that you'd recommend to friends or family?

Click the button below and let us know how we're doing!

[Leave a Review!](#)

What is OLLE?

A lead generation software.

Designed to engage and entice your audience (with prizes) to complete a survey and convert their responses into warm leads for you.

How can you use it?

- Loan promotions
 - Do they know about your products?
 - Do they have loans elsewhere?
 - Are they happy with them?
- Member satisfaction
- What members perceive as important

Xtend
communications

Follow Us!
f t in

Xtend Test Contest

YOU'RE RAD
THIS IS A TEST CONTEST

This is a test contest.

Instructions
Please complete the questions below to be entered for your chance to win. Share on your Facebook or Twitter. Anyone is eligible to enter and win.

Prizes
There are no prizes for this test contest.

Rules
1. NO PURCHASE NECESSARY. Membership is not required to participate in t...
2. ELIGIBILITY - Participation is limited to eligible persons who are 18 years or ...
3. PRIZES - The Credit Union will award one person nothing
4. HOW TO ENTER - Enter at [ollaxtendcu.com/Xtend-Test-Contest](#) Non-elec...
5. WINNER SELECTIONS - One winner will be selected on (DATE) at random fr...
6. CONDITIONS OF PARTICIPATION - Xtend reserves the right to disqualify e...
7. PUBLICITY AUTHORIZATION - Xtend may use winner's name, likeness and ...
8. WINNERS LIST - The names of the winners will be kept at Xtend. For a copy ...
9. VOID WHERE PROHIBITED BY LAW - All federal, state and local laws and re...
[Show full rules](#)

Please Answer the Following

First Name

Last Name

Email

Phone

Membership Status

I am currently a member.
 I am interested in becoming a member.
 Not interested in membership.

Do you have a loan or debt at another financial institution other than with us?

Yes, my auto loan is somewhere else.
 Yes, I have a credit card with a balance someplace else.
 Yes, my mortgage is with another financial.
 Yes, I have a recreational loan someplace else (ATV, boat, 4-wheeler, snowmobile etc.)
 No, all of my loans are with you.
 I do not have any debt.

Looking for a little more?

Check Out Our Enhanced Campaign Options

CLIP Campaign

Non-traditional lending meets automated credit card limit increases & communications to qualifying members.

Letter Check Campaign

Printed checks mailed to qualifying credit card holders, allowing them to pay off outside debt and increase your credit card dollars.

Print Campaign

From postcards to letters and buck slips, we can handle the printing to get your message in your members hands. Not quite sure how it should look? We've got a custom graphic design option to help your message stand out!

OLLE Contest

Simple, easy-to-use survey/contest platform to better understand what matters to your membership as well as what products and services they utilize. Drive engagement and feedback with auto-generated winner selection.

1-Click Campaign

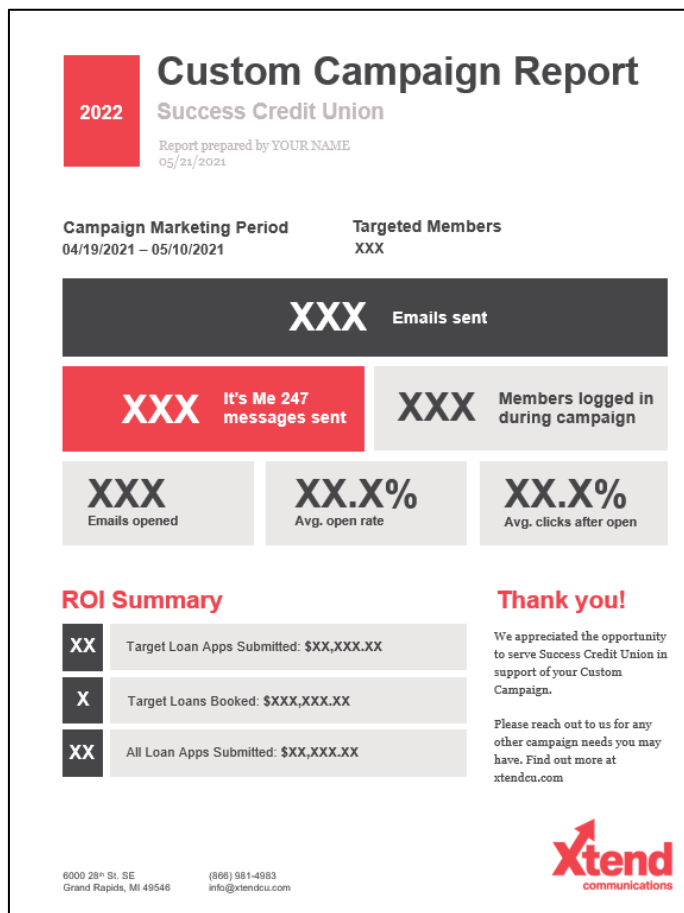
Offer credit cards or unsecured loans and members that meet credit union defined criteria simply accept the offer to start utilizing funds. Offers are automatically purged after a determined amount of time.



The Proof Is In The Pudding. Or so they say, right?

In 2021 the campaigns team

- ❖ Ran **206** campaigns with unique content
- ❖ Sent **1,890,543** individual emails
- ❖ Over **415,138** emails were opened by members
- ❖ **12,929** outbound phone calls were made
- ❖ **942,068** It'sMe 247 online banking messages were sent
- ❖ **379,481** members of targeted audiences logged into online banking during a campaign



We gather the data and show you just how effective your campaign was, including channel stats and ROI information.

We also offer **Enhanced Reporting** if you want to take an even deeper dive into your members' activity.



Thank You

**We'd love to discuss how
Xtend can work for you.**

Visit: <https://www.xtendcu.com/communications>

Email: campaigns@xtendcu.com

Call: 866-981-4983

Local: Communications group number at 616-285-5711 x 313

Let us know if you'd prefer to set up a face to face via Zoom to get the conversations started!

"We have worked with Xtend on campaigns for several years. It is a quick and easy way to have a professional marketing campaign done in a short amount of time. You can market a new product/service to your entire membership or target market to a selected audience in a variety of marketing options. The team at Xtend is always willing to give suggestions and share their expertise. You choose the type of campaign that works best for your credit union."

LeAnn Schultz



"We have been very pleased with the campaigns we have run. Xtend is collaborative and easy to work with to schedule and launch. We have used both our own marketing materials and ads designed by Xtend, and we appreciate Xtend's input in how to best design an attractive message for our members. We have observed a noticeable increase in member engagement each time we have paired a campaign with one of our loan promotions."

Brandon Bussa

