Sales *and* Marketing
Email Marketing — *automated library/plain text*

Electronic marketing technology has significantly evolved from its onset of basic plain-text messaging. Today, advanced email marketing is a captivating, visually-appealing communication tool that can be integrated with an existing marketing program for credit unions of any size. Xtend email marketing provides your credit union with a fully-managed subset of a library of Member Reach messages that will boost recognition and enhance member loyalty. Whether you're interested in our automated email library, looking to run a campaign or simply looking to send a custom message about an upcoming member meeting, we help grow your member engagement.

CREDIT UNION & MEMBER BENEFITS
We personalize marketing material to reflect your credit union brand, along with direct links to your website, loan rates, loan applications and online banking. We also incorporate innovative features like images, graphics and videos that capture the eyes of members and inspire action. The emails are sent to members at specific times during their relationship with your credit union. These emails add significant value to your overall marketing repertoire.

SOCIAL MEDIA PROMOTION
Have you been curious about ways to increase the number of followers you have? Simply request to add your social media icons and links to the email marketing package. Encourage members to "stay connected" by partnering with Xtend to create a social media themed message to send to your members (ages 18 and older). If you don't have a social media presence and desire to build one, we can help.

DETAILED REPORTING FEATURES
Track statistics along the way! How many members opened the email? How many clicked on the link? Which link had the best results? You will be provided with campaign performance stats to better understand what inspires your members, or you can log into your custom portal and view your reports each month. If you utilize Google Analytics, you can link those stats, as well! This report is a great way to show your board the R.O.I. of the program.

Xtend

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