

eBanking Growth Tools - *connect to members and reach out to prospects*

Electronic Banking (eBanking) is an umbrella term for the process by which a person may perform banking transactions and get information from your CU electronically without visiting a brick-and-mortar institution.

Financial service trends are driving toward mobility and efficiency. The CU industry needs to invest and examine how we can extend our products and services through new e-channels and challenge ourselves on product differentiation.

Growth of your business model cannot occur until you extend your brand. One method for brand extension is to grow your delivery channels vertically while building greater values and conveniences — **eBanking** is one of these.

Prospects for eBanking depend on two factors:

1. the **aggressiveness** of banks and credit unions; and
2. the **acceptance** at the consumer level. Recent demographics show that Gen X and Baby Boomers are the most receptive with growth happening exponentially.

eBanking Growth Tools to consider:

1. Packaged Products & Services

Package e-statements with Online Home Banking and free Bill Pay with increased usage of your Debit Card and checking.

2. Communicate & Educate

Effectively communicate and educate members about your national ATM and shared branch capabilities. Free online webinars or videos are great ideas for reaching out. And, don't forget to use testimonials.

3. Email Advertising & Communications

Don't be afraid to eBlast and use email addresses to communicate quickly and inexpensively with your members.

- Your members love to hear from their CU when the information is important to them. Email your members when your quarterly newsletter is online to view.
- Follow every direct mail piece with an eBlast 7 days after you drop. Then follow-up with an outbound call. eBlasts working in tandem with other reminder mediums and within your staff culture will result in increased ROI.
- Track all web stats: unique hits, downloads and click-through rates for "next step" opportunities. You can't manage what you don't measure!
- Train your members to pay closer attention to eBlasts by giving away special deals, making value added offers and sending important communications via your eBlasts. Examples include:
 - > Send educational messaging and free webinars on current subjects.
 - > Send online only "Green Loans" for vehicles, appliances and even homes!
 - > Co-branded and/or Trade-out marketing value-added coupons or offers targeted to your members only.
- Other email uses to consider in building a more comprehensive eBrand:
 - > eSurveys: DigitalMailer.com
 - > eVoting for your Annual Meeting

- > Educational messaging, free webinars during weekends on current subjects
- > Security Warnings email alerts for phishing activities, etc. that are a "threat" to members' accounts. Nothing sells like fear or gives folks a reason to sign up, pay attention, stay engaged and value your brand.

4. Update Email Systems

Your old Email system should be updated to a next generation system that deepens member relationships online. For example, the DigitalMailer eLERTs Automatic Relationship Builder service. DigitalMailer.com/arb.html

5. Review Web Content Regularly

Review of your website content is never ending. Pick a section every week and go over it carefully always adjusting copy, links etc. Track unique hits and time spent on each page and add additional links, icons etc. to see how deep you can drive viewers.

Every Monday morning a person should be assigned to go through a very detailed checklist of your entire website and to review text copy and rates and make sure EVERY link works properly.

6. Track Hits with Web Statistics

Website tracking stats of visitors and hits are crucial. The only hits that matter are "unique" hits. An example of tracking stats is Google Analytics. For \$100 annually, it can track your site hits and much more.

7. Online Ad Banners

Use of banner advertising on community and media websites can, if placed correctly, help drive traffic to your site. Online ad banners that link to your website can be much cheaper than traditional print media and you can capture internet savvy members/potential members this way.

8. Microsites

Consider the use of microsites. For example, ShouldIRefinance.com. Quite simply you brand and market these types of microsites separately. Microsites can be very powerful tools.

9. Use Blogs and Online Communities

Establish a blog along with a presence on FaceBook, MySpace, LinkedIn, etc. Add new content constantly, even if it is canned. Something new is always better than something old when it comes to the web.

If you are over the age of 35, find someone younger in the CU to tell you about things like Twitter, YouTube, blogs etc.

10. Mobile Banking

Mobile banking is getting BIG, fast! Check out mobile banking products like Symitar's goDough at Symitar.com, USAA and FSCC.

The following mobile banking information was provided by Sarah Canepa Bang, CEO of FSCC.com

US mobile banking is playing catch up - we have a window but its closing fast.

> Just 30% of US banks offer account balance by phone.

> Just 26% offer bill payment by phone.
Aite Group Apr 08

> The good news is 78% of consumers would prefer to get Mobile from their FI over mobile carrier. *Compete 07*

CUs (and banks) are focusing too much on affluent members when it comes to mobile banking. Who needs to know the balance in his account more than someone living on the edge? Everyone has a phone in his pocket! FSCC has launched a program for all our CUs that gives them a mobile program (WAP and Applet) for their members. There is no excuse not to be offering a robust mobile program.

Learn from our friends around the globe. Check out Smart Padala, <http://smart.com.ph/Corporate/Services/SmartPadala>, in the Philippines. These guys are actually the phone company, but have created a mobile program that is helping to build wealth in the poorest of the poor. The branding is awesome and CUs could learn a lot from them.

Low Income Consumers Need Services

> Mobilians International launched Mobicash in 2007, allowing people to charge purchases to the mobile phones – no credit card or bank needed. *IDC Research Feb 2008*

> Mobile banking in South Africa and the Philippines helps keep low income consumers money safe while reducing fees. Low income consumers make up 21% of mobile users in the US - but, no one seems to be paying attention. *Yankee Group Jan 2008*

11. Remote Deposit Capture

Institute remote deposit capture for checks for your small businesses and member consumers ASAP!

12. Member Email Addresses

Capture member email address all the time. Train your POS staff to update this information, non-stop.

13. Interactivity

Any interactivity helps engage and capture your member's attention. You want a member to value and rely on your e-services as their resource for all things financial.

Finally, instituting any or all of the eBanking growth tools extends your brand which drives growth, increases loyalty and creates additional opportunities which build greater brand equity.

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Marketing/Branding Consulting...
GROW your CU/CUSO or business profitably!

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