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New Voodoo... It's Just Not Marketing Anymore



**Federation**
Credit Unions United to Serve the Underserved



Webster says:

- **Marketing:** The act or business of promoting sales of a service or product by advertising or packaging.
- **Voodoo:** A charm, spell or curse thought by believers of voodoo to possess magic power.



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Basics for a Superior Marketing Campaign

- Identify your Target Audience
- Perform a Needs Analysis
- Do research on competitors
- Put together a “test” audience



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Basics for a Superior Marketing Campaign

- Make sure that your product/service is the best
- Create a catchy theme or logo for campaign
- Brand every communication with theme or logo
- Have fun or useful give-a-ways



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Few Resources

- Create materials that can be reproduced on a Color or B&W Laser printer
- Enlist local graphic artists to “donate” their time
- Develop a relationship with a print shop
- Combine marketing pieces digitally



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Few Resources

- Use voice mail to advertise products/services
- Partner with Vendors who become Ambassadors
- Ask local TV and Radio stations for pro-bono spots or coverage
- Ask local newspapers/magazines for coverage



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