The Magic of Social Media

September 12, 2017
Who we are
Benefits of Engagement

What are the benefits to the member of engaging with your brand?
United Heritage Credit Union
Holiday Giveaway
United Heritage Credit Union conducted a Holiday Giveaway allowing entrants the chance to win one of five festive prizes.
The primary goal of United Heritage Credit Union’s Holiday Giveaway was to generate new sales leads.
The strategy was to make the entry process easy. Entrants filled out a short form on the website. They could also gain extra entries via social media.

Make Engagement Easy
Results

Cross channel audience growth of 2.5%

50-200 Likes and 30-100 Comments on each post

Social engagement increased by 341.8% as compared to our competitive set with 76.7%

Facebook average engagement rate increased 994%
Is the content relevant to your members?
Navy Federal Credit Union

All content specifically focused on Navy members and their families
Navy Federal CU on Social Media

FB page – 1,089,765 Likes, 96% answer rate on Facebook
Twitter – 52.2K Followers
YouTube – 320 Subscribers 747,209 views
LinkedIn – 13,132 followers
Instagram – 11,082 followers
Happy first day of Summer! Take some inspiration from these Marines and celebrate with a swim.

Debra Brazell: My husband was in the US Navy. They all did that from the top of a fast attack submarine, in the Black Sea...

Bruce Murff: Been there, Done that, Different ship, 1974, and don't forget the fantail Steak Cookout!

Fred Folsom: Swim call + Steel Beach BBQ = an awesome time on float with the Dragons of HMM-265 from MCAS Kaneoke Bay 1991!
Today is Armed Forces Day! Join us in thanking all of our military members, past and present, for their service to our country!
Why do You Love Navy Federation CU Competition

https://www.facebook.com/NavyFederal/videos/119231291559910/
Results

$200 Million in Banking Services Sold on Facebook

60,000 New Members (Facebook Primary Paid Media)

36,000 New Certificates totaling $90 Million (Only Facebook Paid Media)

5,400 Auto Refinance loans totaling $96 Million (Facebook Primary Paid Media)

59% of Traffic to Corporate Website During the Campaign came from Facebook

5,000 Daily Facebook Referrals During Membership Appreciation Week vs 200 when campaign wasn't running.

45,000 Voted in the Video Contest That Ran at the Same Time as the Campaign
Is the content connecting to your members in an emotional way?
Penn East Federal CU

My Ugly Room Contest
MY UGLY ROOM CONTEST!

VOTE NOW AT: /penneastfcu
Meet Our Finalists for My Ugly Room Contest!

Now that we’ve selected our five finalists for My Ugly Room Contest, it’s your turn to hear what they have to say. Here is one of our finalists, Lynn, with her brief description and photo and remember to vote before May 31 at http://woobox.com/rzc864.

“Hello and thank you for consideration. My kitchen has been the same for almost 19 yrs, when I purchased my home. I would love kitchen cabinets and counter space to make my home more modern and functional. Thank you again for this opportunity.”
**And the Ugly Room Contest Trophy Goes to... drumroll please...**

Penn East FCU presented our winner, Tracey, with the Ugly Room Trophy and the Grand Prize of $1,000! We can't wait to see the improvements Tracey makes to her "Ugly Room." Pictured here are Katelyn McManamon (left), Marketing Manager of Penn East FCU, and Tracey (right).
Results

2,000 Voted in Ugly Room Contest
Best Social Media Campaign, 2017 Diamond Awards
Big Ideas, Small Budget

https://www.youtube.com/watch?v=L9O8j9QPZc8
Results

20,592,599 Views
74,000 likes
3,314 comments
Big Ideas, Small Budget

Results

The Refugee Olympic Team Became a Symbol of Hope
Showed the Unifying Power of Sports
Huge International Attention
Millions of Dollars in Earned Media
Show Don’t tell

https://www.facebook.com/HomeboyIndustries/videos/10155488134558467/
Results

27,000 Views on this Video
164,622 Likes on the Homeboy Page
157,480 People Follow the Page
25,867 People Have Checked in at Homeboy
Thank You!

Renee Miller  renee@millergrroupmarketing.com
David Ludewig  davidl@millergrroupmarketing.com
The Miller Group  +1 (310) 442 0101