Know Your Members: Data and Digital Marketing
Jake Hill – AVP Member Marketing & Promotions
GTE Financial
**Introduction – A Tale of 2 Credit Unions**

**Service First FCU**
- Sioux Falls, SD
- 4 Locations
- 18,547 members
- $158 million in assets

**GTE Financial**
- Tampa, FL
- 23 Locations + HQ
- 249,945 members
- $2.02 billion in assets
Social Media – Welcome to the Party!

• Your Facebook Page = House Party
• Control the crowd!
  • Be a good host
  • Take conflict “outside”
  • Don’t be afraid to “hide” or “ban”
  • As your party grows, you may need to disable ratings and direct posting to page
• Digital advertising opens your doors to everyone
Digital Marketing

• Facebook algorithm change
  • Friends before organic business posts

• Paid digital marketing to the rescue!
  • GTE utilizes Facebook, Instagram, Google, and YouTube

• Smart use of digital marketing beats any other media channel today

• Key features: variety of options, ability to experiment, and superior tracking...no matter the size of the budget
Digital Marketing

• Tracking is key
  • Measure conversions in addition to clicks
  • Facebook/Instagram = Pixel (Business Manager)
  • Google/YouTube = Analytics

• Place conversion tracking code as far down the path as possible
  • Meant to show someone has taken the “next step”
  • On confirmation pages is ideal
## Digital Marketing

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Reach</th>
<th>Impressions</th>
<th>Link Clicks</th>
<th>Results</th>
<th>Cost per Result</th>
<th>Amount Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refi Your Ride</td>
<td>51,004</td>
<td>129,013</td>
<td>904</td>
<td>166</td>
<td>$4.82</td>
<td>$800.00 of $800.00</td>
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</table>

**Additional Campaigns:**

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Reach</th>
<th>Impressions</th>
<th>Link Clicks</th>
<th>Results</th>
<th>Cost per Result</th>
<th>Amount Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refi Your Ride</td>
<td>10,628</td>
<td>177,088</td>
<td>632</td>
<td>198</td>
<td>Auto Loan A...</td>
<td></td>
</tr>
<tr>
<td>Refi Your Ride Other Institutes</td>
<td>31,880</td>
<td>100,751</td>
<td>554</td>
<td>92</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Conversions:**

- HELOC Apply Page Conversion: 10
- Locations Page Conversions: 937
- Auto Loan Apply Page Conversion: 166
- Credit Card Apply Page Conversion: 143
- Join Page Conversion: 555
Digital Marketing

• Find creative solutions to add in conversion codes
• “Are you a member” pages
• Timed redirects

<meta http-equiv="refresh" content="1; URL='https://gte.mortgage-application.net/WebApp/Start.aspx'" />
Digital Targeting – Let’s Get Creepy!

• Better targeting = more efficient campaigns
• Targeting Options (Facebook/Instagram, Google, YouTube)
  • Basic demographics and location
  • Affinity or interests
  • Google keyword searches (Google only)
  • Retargeting
  • Current member/customer lists
Digital Targeting - Basics

- Location targeting around address (as tight as 1 mile)
- Basic age and gender targeting
- Language
Digital Targeting – Basics in Action

- 10 second YouTube pre-roll video
- Targeted to Spanish speakers in a 4 mile radius around Town N Country CFC
### Digital Targeting - Interests

**Detailed Targeting**

**Include people who match at least ONE of the following**

<table>
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<th>Add demographics, interests or behaviors</th>
<th>Suggestions</th>
<th>Browse</th>
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</thead>
<tbody>
<tr>
<td><strong>Demographics</strong></td>
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<tr>
<td><strong>Interests</strong></td>
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<tr>
<td><strong>Behaviors</strong></td>
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<tr>
<td><strong>More Categories</strong></td>
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</tbody>
</table>

**Connections**

- Parents
- Politics (UK)
- Relationship
- Work
- Interests

**Detailed Targeting**

**Include people who match at least ONE of the following**

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</tr>
</thead>
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<tr>
<td><strong>Personal finance</strong></td>
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<tr>
<td>- Credit cards</td>
<td></td>
<td></td>
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<tr>
<td>- Insurance</td>
<td></td>
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<tr>
<td><strong>Investment</strong></td>
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<tr>
<td>- Mortgage loans</td>
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<td>- Real estate</td>
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<td>- Retail</td>
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<td>- Sales</td>
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<tr>
<td>- E-commerce</td>
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</tbody>
</table>

**Audience Size**

- Size: 461,205,532
- Description: People who have expressed an interest in or like pages related to Credit cards

- Size: 5,829,534
- Description: People who have updated their profile with a new current city in the last 6 months

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**2018 ANNUAL CONFERENCE**
Digital Targeting – Upload Customer File

- Upload basic member information (email, name, address)
- Target these members with ads on Facebook, even if they don’t currently “like” you
- Use to supplement offline campaigns
Digital Targeting – Customer File in Action

- Strategically using the “Customer File” can be extremely efficient
- 8 potential mortgage applications for $31.84 total!!
Digital Marketing – Where do you Start???

• Facebook Blueprint – free online training for Facebook Advertising
  • http://www.Facebook.com/blueprint
• Google Adwords Certification (Academy for Ads) – free online courses for Google Advertising
  • https://landing.google.com/academyforads
    • Fundamentals
    • Search Advertising
    • Display Advertising
    • Mobile Advertising
    • Video Advertising (YouTube)
    • Shopping Advertising
Final Words of Advice – Be Curious, Not Scared!

I have no special talent. I am only passionately curious.

Albert Einstein