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## How to Boost Lead Generation for Your Credit Union

If you're a credit union marketer, you're looking for ways to increase leads for products and services. No doubt you're doing mailings, eblasts, online banner ads, and in-branch promotions, along with keeping your website updated.

But, are your members actively engaging with your marketing content? Are you generating the leads you need to increase adoption, grow revenue, and lower churn?

The truth is most credit unions don't work hard enough in cultivating their current members. It costs 5x less to develop your existing members than to acquire new ones. And success in generating more leads will come more quickly from your established base that already use financial services from you.

But just sending more direct mail and blasting emails to them will not work – it may turn them away from you. The way to cultivate and grow a relationship is through a more personalized experience.

Use your existing member data to deliver a personal webpage (PWP) this is an essential first step in providing better service and experience to members. Information and content that are individualized to each member's and match their current financial life stage.

A member's auto loan is at the end of the term in three months. So, you provide auto buying educational materials, a pre-qualification, a promotional offer, some calculators, rates and term options, and an online application. The possibility of delivering a more personalized experience is endless when you provide an individualized experience based on life events.



### 6 Key Concepts to Pump Up Your Lead Generation

1. Realize that you don't have to build it yourself
2. Get executive support to have all teams working together
3. Take an agile approach
4. Prioritize lead generation through an ROI strategy
5. Begin by onboarding new members to services
6. Craft stories for users to explore easily



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## Realize you don't have to build it yourself

Marketing automation is a critical part of turning the credit union experience into a lead-generating machine. Building your own isn't easy, takes time, and costs a lot. However, having an outsider's perspective and development can bring new functionality and lower cost to implement while having an already proven case study history.

## Get executive support

Success begins from the top down's commitment to a more individualized personal experience by setting the direction for every team to cooperate in making the process work. To gain CEO buy-in for your marketing initiative:

- Identify executive priorities
- Define what your sales organization can handle
- See what others have implemented
- Get input from your sales team
- Show how a solid lead gen plan helps the bottom line

Marketing, sales, technology, and analytics are working together to coordinate efforts that drive a solution for support by the CEO.



## Take an agile approach.

It's important to realize that digital transformation isn't just about providing members with online banking. There are countless large and small credit unions that already fell prey to fintech intruders because they scrambled to transform their online experience once COVID-19 hit. Real change comes from adapting to the member, changing the business process, and embracing an agile methodology constantly and consistently to stay competitive.

Don't get caught up in project management or have every minute experience detailed. Instead, think of it as a walk, run, ballet... begin with what's needed to make members stickier to your institution by adding more products and services.

Agile is an iterative process of building and testing products rather than waiting until the completed project is delivered. If problems occur or changes need to be made anywhere along the line, they can be addressed sooner. One fundamental tenet of agile methodology focuses on satisfying members' needs rather than merely building products and back-end technologies. Improving the member experience through every touchpoint is the No. 1 priority.

As you get up and running, data and leads will help guide further product components and a refreshed leads campaign process.

*"McKinsey & Company says that agile methodologies can increase product development speed and decision efficiency by five times."*



## Prioritize lead generation

What credit union products and services provide the lowest hanging fruit? These details help narrow down a starting point to create a meaningful ROI with potential leads. Next, ask for precisely what you need to qualify a lead - nothing more and nothing less.

Suppose you create a compelling PWP experience. In that case, members will want to engage with the content that provides value to their financial situation.

The page visit is a quest. Their goal is to access content, tools, and educational materials and receive value from your products and services. The PWP allows your member into your brand website. PWPs are delivering content without members having to go through multiple menus and clicks to reach their goal on your brand website.

## Begin by onboarding new members to services

Integral to an effective onboarding strategy is a good account holder acquisition process. From the first few minutes of an account opening through the entire first year, credit unions are faced with make-it-or-break-it windows of opportunity.

New account holders are most likely to purchase additional products and services during this period. They're also the most likely to leave. Industry research by J.D. Powers & Associates has shown that 75 percent of cross-sales occur within the first 90 days.

You don't get a second chance to make an excellent first impression. That's why relevant communication must begin in the first moment of opening an account. The PWP provides value-added messaging delivered in a dynamic way that individualizes its content.

Account holders today demand and expect their credit union to know them well enough to be able to anticipate their needs. Through data and predictive modeling, a PWP can add or subtract components based on each member's situation.

## Craft stories for users to explore

PWPs are almost magical; each member's journey is also a member story in the making, curating helpful content for your member in real time.

Through your AI-enhanced data, each component helps generate leads and make sure members are correctly targeted. The challenge and opportunity are to deliver what they want — from content and information to experiences. It's about constantly refining the knowledge from data insights to provide valuable content to them and answer their questions. PWPs help members make more informed financial decisions as well.





The background of the advertisement features a close-up of two hands, one from a man and one from a woman, gently holding a glowing blue icon of a person in a suit. The background is a dark blue gradient with a pattern of smaller, semi-transparent person icons. A white text box is positioned on the right side of the image.

## OneClick Financial Connects the Dots – So You Don't Have Too.

The OneClick Financial platform and PWP's deliver a relevant, transformational digital experience, including Welcome/ Onboarding, Thank You for Adopting a New Product/Service, Cross-Selling, Retargeting, and Ad Hoc campaigns.

OneClick's unique features are designed to engage personal and business members in a one-to-one, data-driven, customized experience while generating leads and driving members to your website for additional actionable engagement.

Contact us today to schedule a demo or learn how OneClick Financial can help you build a data-driven, hyper-personalized digital relationship with your members that increases your credit unions share of wallet.



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