

Community Connect

Empower credit unions to engage directly with current and potential members by sharing relevant, impactful marketing content. Build stronger community connections and foster trust through personalized outreach, boosting visibility and member loyalty.

Key Features

- **Content Upload & Customization**
Easily upload blogs, articles, events, and other marketing materials, and customize content to fit your credit union's voice and member needs.
 - **Engagement Analytics**
Track and measure member interactions with your content, including clicks, views, and time spent on your posts, to optimize future outreach.
 - **Targeted Content Delivery**
Distribute content to users based on demographics, location, and preferences for higher relevance and engagement.
 - **Real-Time Updates**
Keep content fresh by making real-time updates to marketing materials and messaging as needed.
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Why This Matters

- **Enhanced Member Engagement**
Share valuable information directly with the community, helping them stay informed and engaged with your credit union.
 - **Stronger Community Presence**
By actively sharing content, you demonstrate your credit union's commitment to serving the community and meeting members' needs.
 - **Increased Visibility**
Amplify your message by distributing content via the CU Station portal, reaching a broad audience of prospective members.
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Value Proposition

Community Connect empowers credit unions to maintain an active and engaging presence with their members. By sharing valuable content, credit unions can improve trust, enhance member

relationships, and drive more engagement, ultimately supporting member acquisition and retention.

FAQs

- **How do we upload content?**
You can easily upload your marketing materials through a user-friendly interface on the CU Station™ portal.
 - **Can we track how people interact with our content?**
You will receive detailed analytics to optimize future content, such as clicks, views, and interaction time.
 - **Can we target specific groups with content?**
Absolutely. To maximize impact, you can tailor content distribution to specific demographics, locations, or user preferences.
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Next Steps

- Sign up in the Community Connect Module.
- Upload your first piece of content and build stronger connections with your members.
- Amplify your marketing efforts and enhance your community presence today.
- Receive analytics on community engagement and recommendations on effectiveness.