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# Marked For Success

Ideas to Help Your Financial Institution Succeed from On The Mark Strategies

On the Mark Strategies | December 20, 2016

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## Happy Holidays and Thank You

Happy Holidays from On The Mark Strategies! As we wrap up 2016, we want to thank you for your part in helping us make the financial services industry more successful. Our purpose is to help credit unions and banks have the biggest impact on their communities through our [marketing](#), [branding](#) and [planning](#) tools. If you trusted us to do this with your financial institution this year, thank you. If you have done this by reading our [blog](#) or newsletter and implementing changes based on our suggestions, thank you. If you have referred someone to us, thank you.

We wish you, your organization and your family all the best this holiday season and look forward to connecting with you again in 2017.

Your On The Mark Strategies team

Mark Arnold

Taylor Wells

Colleen Cormier

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"We were extremely pleased with the marketing audit conducted by On The Mark Strategies. It gave us great feedback on where we need to focus our energies to grow and better serve our members. Having a fresh set of eyes on all your materials is a great way to better your brand. I consider the marketing audit process key to our future success."

Jay Curtis, President, First Credit Union, Phoenix, AZ

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## Branding, Planning and Speaking Services

If your financial institution is scheduled for a re-brand, name change, planning session or an event requiring a speaker, On The Mark Strategies can help you execute these projects successfully. [Contact Mark](#) to see how we can help you elevate your organization to the next level in 2017.

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## Recent Headlines from our Blog

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