



Arizona credit union uses marketing audit results to better focus brand energy, improve team cohesion and refine key membership targets

SITUATION

First Credit Union engaged On The Mark Strategies for a variety of assistance and broad-based efforts to improve the performance and brand of their credit union.

Faced with the challenging regional economy hard-hit by the ongoing recession and lack of a consistent brand, First Credit Union saw the value and importance of investing in a comprehensive marketing audit.

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—Jay Curtis, President of First Credit Union

ACTIONS

A comprehensive marketing audit was performed in order to help the credit union ascertain its current level of marketing readiness. It provided objective feedback about their marketing programs as well as actionable recommendations for improvements.

Specific marketing audit actions taken included:

- Mystery shops and competitive analysis
- Marketing material analysis
- Strategic recommendations
- Tactical recommendations

As part of the marketing audit review, On the Mark Strategies recommended multiple strategic and tactical steps for First Credit union to consider.

As a result of the marketing audit, First Credit Union was able to focus on growing its marketing role in several critical areas including:

- Increasing its marketing budget
- Developing a more consistent retail look and brand
- Implementing strategic brand plan
- Refining key membership targets
- Focusing its brand messaging

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—Karen Owens, Vice President of Marketing with First Credit Union

RESULTS

After partnering with On The Mark Strategies, First Credit Union is now in a much better position to leverage its marketing in the area.

“We were extremely pleased with the marketing audit conducted by On The Mark Strategies,” added Jay Curtis, President of First Credit Union. “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.”

According to Karen Owens, Vice President of Marketing with First Credit Union, “Mark offers solid marketing and branding experience and consultation. He and his team are no-nonsense and practical. Mark and Taylor have a great way of breaking down complex concepts into bite-sized pieces of information. Employees with all levels of marketing and branding experience can walk away with a greater level of comprehension.”

