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# Marked For Success

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

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## That Fine Line Between Marketing and Stalking

A colleague of mine recently clicked on a Facebook ad she found intriguing. It took her to the company's website, which she only browsed for a minute or two. Later that day, she received an e-mail from the company asking if she had found what she was looking for on the website. Since she didn't give them her e-mail address, she felt like she was being cyber stalked.

In the world of "opting-in," not all consumers want unsolicited e-mails from companies with whom they have never done business. They see it as an invasion of privacy. How do you weigh the risk if you choose to take this marketing approach?

### Target specific demographics

Millennials are more likely than soccer moms to respond positively to advertising from unsolicited sources, but that's too broad a demographic. Target consumers as finitely as possible – not just race, age and gender, but also digital behaviors and preferences. Digital demographics often provide great insight to consumers' propensity to use specific products and services you offer.

### Communicate with a different channel

Research the possibilities of communicating with consumers on the same platform where they encountered your ad. If it's Facebook, can you send them a private message? If it's Twitter, can you send them a direct message? Another option is for your ad to take consumers to a landing page where they can opt-in to receive e-mails from you.

### Use an honest disclaimer

Tell consumers the legal means by which you got their information (in plain English) and give them the opportunity to unsubscribe. You might also point them to the Digital

Advertising Alliance, which “establishes and enforces responsible privacy practices across industries for relevant digital advertising.” Consumers can opt out of certain digital advertising practices on the DAA website.

Sometimes marketing involves risk. Doing your research and taking calculated risks increases your odds of winning over consumers.

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“The brand workshop was pretty phenomenal. We came out of it with some very defined strategies and actions for improving our brand.”

– Kristina Morgan, Vice President of HR and Marketing,  
Nymeo Federal Credit Union

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## Planning Moves Your Financial Institution Forward

Strategic planning is critical to your financial institution's success. Without a solid plan, you cannot move forward successfully. Our trademarked planning process uses several unique tools and solid research to analyze your credit union's effectiveness. [Contact Mark](#) to see why On The Mark Strategies is the right choice for your next planning session.

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