

Bridge Credit Union Marketing Plan & Brand Strategy

Challenge:

To develop a marketing plan that would enable the State Transportation Employees Credit Union to stop member attrition (due to shrinking state transportation workforce), and position the institution for future member and share per member growth.

Approach:

- Assess member and non-member perceptions of the credit union (member institution intercepts and Survey Monkey)
- Evaluate current operational, marketing, sales and service approaches and tactics
- Analyze competitive peer group institutions to identify strengths, best practices and effective tactical programs/initiatives
- Research the financial institution marketplace to determine trends, opportunities, gaps, and consumer needs
- Analyze financials to determine product/service and member profitability

Recommendations:

- Redefine the current FOM membership to become "niche oriented" and focused on the transportation industry in Ohio
- Enhance and improve the institution's "virtual" banking platform
- Re-develop the product and service offering
- Develop a Brand Strategy to guide the renaming and re-branding of the credit union to appeal to both public and private sector workforces

