



# ResponseGenius

Experts you can depend on to deliver sustainable results.

At Response Genius, we help Credit Unions make the transition to a digital marketing environment in which campaigns can be developed and launched in a real time environment. And we do this while never losing sight of the ability to track campaign results and produce measurable ROI.

## **CASE STUDY: Alcoa Community Federal Credit Union**

### **WHAT DID WE DO?**

Response Genius worked closely with ACFCU CEO Steve Brown to transform the credit union from a sluggish, loss-making performer to positive growth within 12 months. We did this through developing digital marketing campaigns that communicated and promoted his modernization initiatives.

### **WHAT WERE THE RESULTS?**

- 20% of members with email addresses took out direct loans in first 12 months
- Increase in direct loan production to record levels within 22 months, realizing 8.7% loan production increase year over year in that time frame
- Increase online application volume by over 150% within 6 months
- Increase in number of members reached through digital marketing channels by nearly 300%
- Achieved more Facebook page likes than any other local financial institution in the market
- Helped CEO educate and train junior marketing staff

Own your brand.®



**FINANCIAL FOCUS**

**ALCOA COMMUNITY FEDERAL CREDIT UNION**

Leaves Aren't The Only Things Falling.

**BREAK THROUGH THE AUTO LOAN CLUTTER**

**1.95%**

Breaking News: ACFUCU announces a reduction in financing rates for auto loans!

For a very limited time, ACFUCU is offering 1.95% auto loans. Whether you're buying a new or used vehicle, or you want to refinance from another financial institution, ACFUCU's auto loan rates are better than ever.

And if that's not big enough news, you can take 90 days before your first payment!

Click here to **APPLY SECURELY ONLINE**. Or call a member customer representative at 501.315.5626 for more details.


\*Annual Percentage Rate. Membership eligibility required. Your interest rate and term are determined by your credit qualifications. Offer applies to vehicles not already financed and the dealership are not eligible. Minimum to finance and take advantage as 1.95% on new and used auto year models 2014, 2015, 2016 & 2017, payments for first 90 days. Rates is subject to change without notice. ©

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Help Us Help Our Community

**COATS FOR KIDS**



We are teaming up with our local schools to help with this year's coat drive. As the holiday season is quickly approaching, help us help people in our community by dropping off your gently used coats at Alcoa Community Federal Credit Union through the end of October. We will have a donation box set up at our location on Military Road. Your contribution is greatly appreciated.

**ALCOA COMMUNITY FEDERAL CREDIT UNION**

1178 Military Road  
Hawkinsville, GA 30526  
501.315.5626  
www.alcoa.com

**Happy INDEPENDENCE DAY**

**FOURTH OF JULY**

We will be closed on Monday July 4, but our full-service ATMs remain open for your convenience.

**ALCOA COMMUNITY FEDERAL CREDIT UNION**

Enjoy a Black Friday Holiday Loan

**BLACK FRIDAY**



**ALCOA COMMUNITY FEDERAL CREDIT UNION**

2018 Communications Calendar 11 May 2018

Month	Event
Jan-18	Everything up to date at ACFUCU - 6 Jan
Jan-18	Everything up to date at ACFUCU - 12 Jan
Jan-18	FRANKLIN MATHS COLLECTOR CASE - 15
Jan-18	Merle's Lullaby King Day - 15 Jan
Jan-18	Bank of Am - 16 Jan - new bank specials
Jan-18	Early Loan Application - 27 Jan
Jan-18	Finance Member Newsletter - 28 Jan
Feb-18	ACM Invitation
Feb-18	Auto Loan - 2.35% up to 60mo - 90days no payment 9 February
Feb-18	Early Loan Application
Feb-18	President's Day - 19 Feb
Feb-18	Auto Loan - 2.35% up to 60mo - 90days no payment 9 February
Feb-18	Win back 5% in campaign
Feb-18	Person Member Big Invitation
Feb-18	Auto Loan - 2.35% up to 60mo - 90days no payment 18 February
Feb-18	Member Moments - 29 Feb
Feb-18	Soal Loan Special - 16 Feb
Feb-18	Springbreak Loan - 29 Feb
Mar-18	Springbreak Loan
Mar-18	ACM Invitation
Mar-18	Auto Loan
Mar-18	Auto Loan
Mar-18	Member Moments
Mar-18	Springbreak Loan - 9 Mar
Mar-18	St. Patrick's Day Message - ACM Message
Mar-18	Springbreak Loan
Mar-18	Credit Card - 21 Mar
Mar-18	Auto Loan - 23 Mar
Mar-18	Winback Campaign - 23 Mar
Mar-18	Springbreak Loan - 24 Mar
Mar-18	Scholarship Invitation - 25 Mar
Mar-18	Bank Holiday - 26 March
Mar-18	Credit Card
Mar-18	ACM Inv
Mar-18	Winback Campaign
Mar-18	Member Sign Lateral
Mar-18	Soal Loan Special
Mar-18	Credit Card
Mar-18	Auto Loan
Mar-18	Credit Card
Mar-18	Soal Loan Special
Mar-18	Member Moments
Mar-18	New Tracking Accounts Lateral - Hawkinsville, Hawkinsville, Second Chance Checking

**WHAT CAN WE DO FOR YOU?**

At ResponseGenius we specialize in important and timely communication with Credit Union members. We do this by:

- Promoting your top programs and services, such as personal loans, car loans and online banking
- Communicating your active and vital roles in the communities you serve
- Keeping your members informed of holiday hours, member events and meetings, member birthdays and other important member communications
- Establish consistent and up-graded branding, as well as providing the creative design, marketing messaging and execution for all of these services
- Meet weekly with you to understand your priorities and plan actionable member communications

Visit us at [responsegenius.com](http://responsegenius.com) to learn more

*Harness our expertise to build your loan portfolio, ensuring sustainable performance toward your financial goals.*

(888) 938-3898  
hello@responsegenius.com  
responsegenius.com

Own your brand.®

