



Marketing Services

Convenience Checking Growth Campaign



Advisors **Plus**® Marketing Brings the Entrust Promise to Life

Overview

Client Profile

Entrust Financial Credit Union was founded over 40 years ago to serve churches, church members and other Christian-based organizations in the Richmond, Virginia area. It currently has almost 10,000 members and assets of over \$68MM.

Business Challenge

Entrust takes its mission seriously, not only to provide its members with the best service possible but to help them become better stewards of their finances. To those ends, Entrust offerings include a broad array of products, online service, free one-on-one coaching and stewardship seminars.

The Solution

Advisors **Plus**® worked with Entrust in 2012 to craft a convenience check promotion designed to encourage balance transfers. Advisors **Plus** designed a targeted direct mail campaign with a promotional offer of 3.99% for the life of the balance, which was also solicited through Entrust's branches and website.

The Results

The combined efforts were extremely successful, with an average transfer per responder of nearly \$5,000. As the campaign neared completion in mid-May of 2012, transferred balances had reached \$1.5M.

A Credit Union with a Promise to Keep

Entrust Financial Credit Union is dedicated to serving churches and Christian-based organizations in the Richmond, Virginia area. As stated on the Entrust website:

- “We PROMISE to earn our members’ trust by providing them a compelling, enduring & memorable experience. We’ll do this by offering advice, products and services they need to maintain financial well-being.”
- “We PROMISE to continually invest, create and refine our technology, service and consumer understanding in order to be the financial service provider of choice.”



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Convenience Checking Spurs Balance Transfer Activity

Entrust management was attracted to the idea of a convenience check promotion as a way to encourage balance transfers to Entrust.

Advisors **Plus** Marketing Services designed a targeted direct mail campaign with convenience checks and a promotional offer of 3.99% for the life of the transferred balance for transactions processed between 2/1/12–5/18/12. Entrust also solicited the offer within its branch network and website. Both efforts were extremely successful, with an average transfer per responder of \$4,909.12

At the beginning of May, the direct mail campaign had reached \$1.5 million in transferred balances and the daily transfers continued to mount as the promotion expired.

A Testimonial from the CEO

Susan Adams, CEO of Entrust, recently took the time to share her delight with the results, saying

“We learned more about the Advisors **Plus** program and how to use the convenience checks for balance transfer promotions. We instituted that promotion February 1st and have had 17% lift in balances since then! We originally set our goal at \$300,000 in balance transfers (of all kinds) since that was the best promotional experience we had in the past. We blew right through that and increased it to \$500,000 (increasing the incentive for staff)...again blew through that and reset at \$750,000. We blew through that last week and we’re now at close to \$1,500,000 since February 1st. Of course, the 3.99% for life of balance didn’t hurt but it really got their attention!”



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About Advisors Plus Marketing Services

Since 2005, Advisors **Plus** Marketing Services has provided leading-edge marketing services using marketing intelligence to develop and manage successful marketing campaigns. By employing proven techniques such as data mining, predictive modeling and segmentation analysis, Advisors **Plus** Marketing Services helps credit unions maximize their marketing results by offering the right service at the right time to the right member.

Today, Advisors **Plus** Marketing Services assists over 75 credit unions each year on a customized, targeted basis, as well as structuring semi-annual new account acquisition and activation campaigns for more than 175 credit unions twice per year.

In 2011, Advisors **Plus** Marketing mailed over 2.2 million targeted direct mail pieces on behalf of participating credit unions. Using Advisors **Plus** targeted direct mail practices, modeling and segmentation techniques, credit unions have achieved response rates and average balances well above industry standards. Advisors **Plus** Marketing Services campaigns have helped credit unions achieve phenomenal growth in balances, with credit unions having on average 16% growth in balances and 5% growth in gross active accounts from year to year.

About Advisors Plus

Advisors **Plus** was established in 2005 to provide consulting and marketing services to credit unions. Our range of services covers the key areas of strategy, credit cards, debit and checking, marketing, contact center, operations, and branch sales.

The experienced consultants at Advisors **Plus** work with the organization's staff through the entire process from project analysis to implementation and management. Our goal is to ensure that each financial institution achieves sustainable business growth, exceptional member experiences and operational efficiencies.

As of December 31, 2011, Advisors **Plus** has superior NPS Scores of: 74 – Credit; 81 – Debit and Checking; 91 – Contact Center. For more information, please visit AdvisorsPlus.com.