

## Best Practices for an Effective Credit Card or Personal Loan Campaign

Summertime is the right time to begin your holiday credit card and personal loan campaign planning!

Start with having the right products for your members. Consider whether you should be offering a classic credit card, rewards credit card or both? Consider silver, gold, platinum and maybe even onyx depending upon your membership—or the potential members you hope to attract. Do you want to offer a little something extra for your secured card members to make their holidays a little brighter?

Timing is crucial, too. Get those cards and personal loan funds in members' hands early and often! October begins the big push for holiday shopping, which is expected to grow this year. In case you missed it, check out our last blog, [Prepare Credit Card and Personal Loan Offers Now for a Jolly Holiday](#).

Don't neglect post-holiday balance transfer opportunities, too. Give those you may have missed something to switch to your credit union for with low initial rates and no or low transfer fees.



***Please join Ser Tech for our June 14, 2018, webcast, [Credit Cards & Personal Loans: Jingle All the Way to the Credit Union!](#)***

Ensure your credit union's front-line team members are trained up on sales-service methods and what you're offering, so they're prepared when members grouse about their other cards. Credit unions are typically a great deal with much lower interest and fewer and less-expensive fees than their for-profit brethren. Take advantage of your not-for-profit strengths!



With your strategy, products and staff aligned, you're ready to begin pushing the offer to your members. Start out by cleaning up your mail and email databases. Don't waste money sending information to bad emails and old mailing addresses. Use creative subject lines to let members know you're in the business of serving them. Write something clever enough to grab their attention, yet clear enough that they

understand what they're opening—something along the lines of: With our credit cards, put money back into your pocket this holiday shopping season! Personalize your postcards, letters and emails. Did you know, according to [OutboundEngine](#), that personalized emails earn a 29% higher open rate? Finally, save time and money with Ser Tech's marketing automation tools. [Ask us how today!](#)

***Want to educate your members about the wise use of credit? [Check out Ser Tech's Flitter Network here.](#)***

Looking for other ways to bring more members into the credit union and make your credit cards and personal loans top-of-wallet? Here are some ideas to get you going:

- Offer a referral program. Nearly all (92%) of consumers believe recommendations from family and friends, [Forbes](#) reported.
- Send a member satisfaction survey. It will remind members you exist and emphasize that you care about how they feel you're performing to meet their needs.
- Use a combination of data and personal, member testimonials to tell your story, and why your credit union is unique and provides better value than those other guys.
- Host a contest. Send a [direct mailer](#) that serves as a raffle ticket for a fun night of games and prizes.
- Charitable work. For example, give a percentage of every personal loan made toward home improvement projects to your local homeless shelter or an organization like Habitat for Humanity. Perfect for the holidays!





- Develop a mascot. It works for Geico and Frosted Flakes, so why not your credit union?!
- Set up a scavenger hunt that integrates direct mail, digital and real-world steps, each offering some branding for your products and a prize at the end for a lucky member or a few.
- Be on trend. Give away tickets to the latest hot movie, concert, etc., when members come in to take out a credit card or personal loan using a certain password printed on your [direct mailers](#).
- Offer crazy credit card designs you can showcase in an oversized [postcard](#), on social media and in other marketing.

And now that you have your credit card campaign set to go, you can work on getting this 90s hip-hop out of your head: Summer summer summertime, time to sit back and

unwind...

**[Ser Tech is always there for you, so don't hesitate to contact us here!](#)**