

One of your best products shouldn't be your best-kept secret

Reach your members with smart, effective marketing pieces from MARC.

Shared branching is a valuable tool in the credit union arsenal, helping you level the playing field against big banks and attract new members. However, low awareness can keep you – and your members – from reaping the full benefits of this revolutionary product. That's where MARC, your marketing resource center, comes in.

The Benefits

Get attention – MARC materials are sophisticated and strategically designed to communicate to your members the benefits and how-tos of shared branching.

Save resources – When marketing budgets are tight, MARC helps you save time and financial resources by providing ready-made, customizable marketing pieces to order.

Enhance member confidence – Your members will know that their credit union takes advantage of the highest-tech products and services to meet their needs. Happier, more confident members: you can't beat that.

See the other side for examples

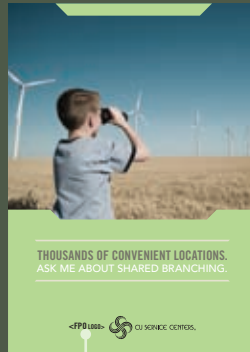


Getting started is easy

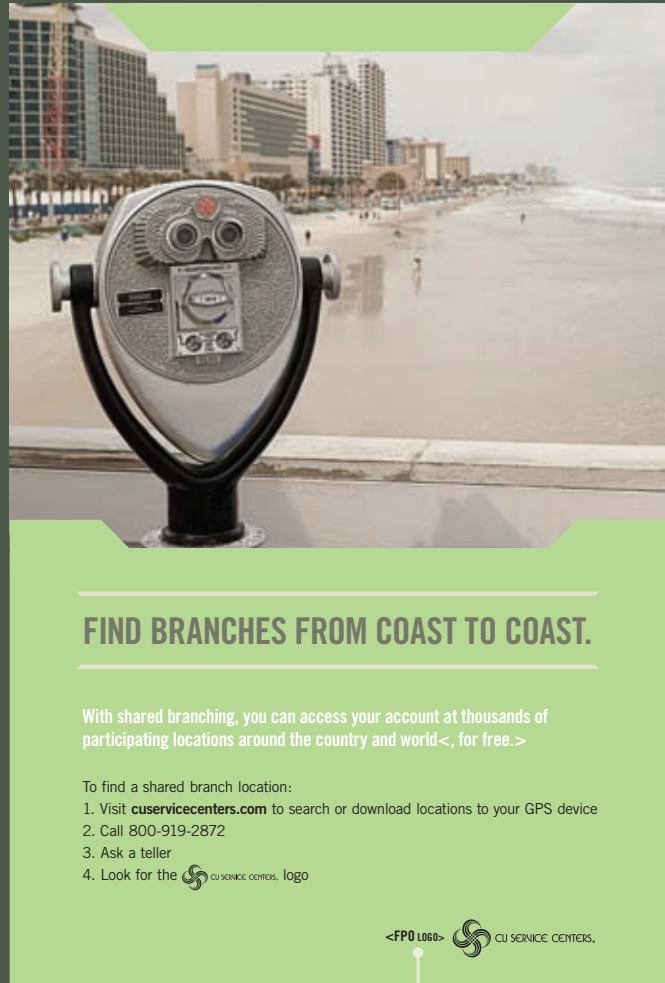
From in-branch signage to direct mail pieces, brochures to tent cards, and more, MARC allows you to easily select and customize a full suite of shared branching marketing materials to suit your needs.

1. Visit MARC at marketingresourcecenter.net
2. Register for free, instantly
3. Browse and choose from a range marketing pieces like the examples below
4. Customize each piece to your needs
5. Have your order printed and shipped directly to your credit union or your members

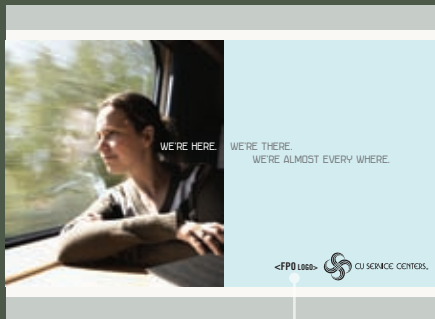
Tent Card



Poster



Postcard



Brochure



Your CU name, logo, and address would appear in these areas.