

Engagement Builder

Transform Members into Brand Advocates

Every year since 2008, credit unions have earned the highest consumer satisfaction ratings of all 46 U.S. industries.¹ Meanwhile big, for-profit banks are consistently ranking third-worst with only the government and the tobacco industry being held in lower esteem.

Many would recognize the systemic poor consumer satisfaction ratings of big banks as a golden opportunity for winning over the hearts and minds of many consumers who are seeking an alternative. While there may be merit in this approach, we believe focusing solely on the negative reputation of big banks misses the greater opportunity of capitalizing on the high level of satisfaction that members have for your credit union.

Proven Engagement Formula

Through years of real-world social media testing and research, we've uncovered a formula that increases credit union member engagement and brand advocacy. Engagement Builder gets your credit union members sharing your message with their personal social network of friends, family, neighbors, and beyond.

Learn more and request a demo at:
engagement.pscu.com

¹Source: Annual Harris Consumer Satisfaction Poll

Solution Summary

All Engagement Builder Plans provide the share-ready content you need to activate your brand advocates. Choose the Easy Plan or Plus Plan and gain access to all the social media management capabilities you'll need to listen, publish, engage and measure your success.

- *The Open Plan is a FREE service providing a reliable source of share-ready content each month, and access to industry-wide social media monitoring. The Open Plan is the perfect solution for credit unions already operating with robust social media engagement capabilities.*
- *The Easy Plan offers a steady stream of weekly engagement content and full access to the social media tools you need to create advocates and build awareness. The Easy Plan is ideal for credit unions just getting started with social media.*
- *The Plus Plan increases your flow of customizable content and helps you super-charge your engagement performance with unrestricted access to a powerful suite of social media tools. Beyond the standard monitoring, the Plus Plan provides access to customized real-time social media dashboards.*

Engagement Builder

Sustainable Brand Advocacy

We've found that credit union members of all ages are eager to support, promote and defend their credit union on a long-term basis. These advocates are a sustainable marketing force. Their trusted recommendations for your brand have the power to influence every aspect of the purchasing funnel and drive a sustainable source of growth for your credit union.

FREE Monthly Content, Insights and Tools

Engagement Builder helps you close the education gap with prospects and members of all ages. Gain access to a wide-range of social media solutions to better engage your community and grow your credit union. Engagement Builder provides a range of content frequency levels and capabilities you need to reach Millennials and engage everyone. Best of all, our foundational program is FREE for all credit unions.

Monthly Publication Subscription

Every month PSCU's social media team, digital marketing experts, and Millennial research group compile an informative publication called, *CU Social Magazine*. All registered Engagement Builder participants enjoy a complementary subscription to the magazine, which gives credit unions access to marketing best practices, new Millennial research, relevant Google search trends, helpful social media tips & tricks, and much more.

The Four Components of Social Media Success

With Engagement Builder, all the social media capabilities you need to build more meaningful relationships in your community are integrated into an easy-to-use interface to help you listen, publish, engage and measure your success.

Listen to members, prospects and competitors to inform your marketing decisions.

- Analyze relevant conversations
- Monitor brand perception and sentiment
- Track local market and competitors

Publish the right message at the right time with content planning at-scale.

- Access a steady stream of share-ready content
- Easily customize all content to complement your brand
- Leverage content designed for Millennials and that is engaging for everyone

Engage members with localized campaigns and streamlined response.

- Discover and motivate top influencers
- Amplify member advocacy and referrals
- Achieve speed-of-social response to inquiries

Measure effectiveness, member sentiment and community strategies in real-time.

- Analyze campaigns with success analytics
- Establish performance benchmarks
- Quantify social media ROI metrics