

Proposed Digital Marketing Content Plan 2024 Overview

The 2024 digital marketing plan will incorporate evergreen content based on, for example, annual events and products/services existing in the Content Calendar. The content in the Calendar will be based on research showing the optimal dates to promote specific products and services.

MCU promotions, offers and events will be worked into the content plan as they arise during the year.

Goals:

- a) Drive member engagement and prospect sign up through digital marketing;
- b) Promote MCU as an approachable, conversational, thought-leader in the financial space.

Content:

Weekly Blog Post (SEO-optimized and supporting the agreed upon theme);

Weekly Email to members promoting blog post (engagement/financial advice & support);

Social Media Posts: a) promoting blog posts; b) leveraging blog post content to drive to MCU pages.

eBooks: Blog post content to be repurposed as eBooks and promoted as:

- a) free content;
- b) gated content.

Gated Content would be targeted. Collected email addresses would become MCU prospects.

Financial Education Library: eBooks collection would appear in the Financial Education section, in a dedicated space as free downloads, which would be promoted to members and prospects.

Newsletter: Bi-monthly or monthly newsletter for members and prospects containing news, events, advice, blog posts, promotions, third-party content (by arrangement), tips and more.

Emails & Social Media Posts to promote newsletter.

Events:

Events content would be used to populate MCU's "MCU in Your Community" page.

Pre-event: Events instigated by or involving MCU would be promoted in advance of the event (PR), to promote and educate on the event itself, rather than being limited to promoting MCU.

Event blog posts would be created and promoted by email.

Post-event: MCU would talk about the event and its own experience there, showing photos/videos taken at the event and giving information about any results collated at time of publishing.

Blog posts would be created and promoted by email.

Themes/Campaigns:

If a month is shown by research to be one in which savings are top-of-mind for members/prospects, MCU would create a campaign for the month; example: “What a Save!” campaign. The campaign would adopt a particular tone/approach and test results from members/prospects.

The goal would be to learn MCU’s optimal brand approach when engaging members/prospects across social media, blogs, etc.

Approach examples for testing would be:

- Formal/Conservative/Business-like;
- Conversational to Chatty;
- Upbeat to humorous.

Perceived wisdom about the “right” approach in any area should be tested in campaigns.

“What a Save!” experimental campaign example (social media):

WHAT A SAVE! CAMPAIGN: 1. (Drive to Personal Banking page.)



WHAT A SAVE!

It's hard to keep your eye on the ball when it comes to saving money. Sometimes you just have to leap into action to get results. MCU is here to help keep you on the ball with a savings plan for winners.

Learn how to become a super saver today! [\[bit.ly link\]](#)

Learn how to become a super saver today! Click the link in bio.

- ✓ Checking and Savings accounts.
- ✓ Higher dividends accounts.
- ✓ Student banking.
- ✓ Youth accounts.
- ✓ On-the-go, Online banking.
- ✓ Serving Members, not Shareholders.

Priority Marketing Decisions:

Top-level marketing decisions can be informed by internal needs. Example:

