

Raise Your Game

5 Marketing Best Practices to Make You More Effective



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Finding effective ways to maximize your marketing activities can be simple—even when the budget is tight. You can develop techniques that position your organization for success. These five tried-and-true tactics can help you identify new ways to reach and engage prospective and existing customers.

1 Connect with your Audience through Social Media

Social media offers a cost-effective opportunity to participate in online conversations with your customers through the use of informative and timely text or visual media posts, such as photos, infographics, animations and videos. You can gain an understanding of how customers interact with your products and services, especially since online digital media make it possible for customers to buy, use and talk about a product or service in real time.

You can also demonstrate great cus-

tomers service by responding to customer questions right in the post. Additionally, organizations can gain insights to their customers' experiences and product preferences through these interactions.

In 2017, Amazon launched an image-focused social media channel called "Spark" to increase customer engagement with its products. Customers participated by selecting and following their interest areas and dis-

covering relevant content from a feed in which customers contribute images, ideas and stories about products they enjoy.

The channel has evolved into a new feature called #FoundItOnAmazon (LINK: <https://www.amazon.com/finds/story/b7f92ae4-6370-45f7-9908-9f75c-1cb2867>), which leverages a popular hashtag trend so customers can share their finds.

2 Provide High-Value and Relevant Content

Creating the right content can establish a connection with your audience. Content that incorporates emotion, such as nostalgia, delivered through the company's unique voice at the right time and the right medium, can resonate with the customer. It doesn't have to be time consuming to cre-

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ate good content.

Since content marketing requires planning but should be timely, templates are helpful when adhering to time constraints and restricted budgets. They package content into a structure, layout and design that can clearly get the message across in a consistent way.

Templates let you add targeted information or modify content to maintain your company's visual identity and provide immediate value without requiring a lot of time and resources. For example, the Fannie Mae Marketing Center ([LINK: https://www.fanniemae.com/singlefamily/marketing-center](https://www.fanniemae.com/singlefamily/marketing-center)) is a free online tool where housing professionals can access and customize templates for marketing and informational materials to support their home purchase and refinance-related outreach.

3 Send Targeted and Personalized Messages to Inboxes

Email marketing continues to be a stable and effective marketing investment. It lets you deliver a well-crafted message with a personal touch in a variety of ways that include sharing product news and highlighting customer successes.

You can reach large numbers of prospects and existing customers who chose to receive your promotional content on a continual basis. It is important to have a short informational subject line that grabs attention and a clear, simple message in the body of the email.

Redstone Federal Credit Union (RFCU) leveraged Marketo ([LINK: https://www.marketo.com/customers/redstone-federal-credit-union/](https://www.marketo.com/customers/redstone-federal-credit-union/)), a marketing automation platform, to help the organization create a strategy to drive awareness through outbound campaigns and landing pages on the credit union's website.

They used a cross-sell email campaign that informed existing and prospective members about RFCU's new

checking account products. The credit union sent an email series to 140,000 contacts. The campaign resulted in 2,400 downloads of its content and 5,500 new and upgraded accounts.

4 Use Video to Boost Online Website Traffic

Video is a powerful and effective way to deliver information, and it provides several advantages. Studies show that the use of images quickly draws the viewers' attention.

For example, researchers at the Rotterdam School of Management analyzed brain scans ([LINK: https://www.youtube.com/watch?v=FKsi0yHwoas&feature=emb_title](https://www.youtube.com/watch?v=FKsi0yHwoas&feature=emb_title))

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to learn about the engagement levels of videos. They found the combination of images and sounds along with an engaging story can motivate the viewer to act.

Video can increase the time people spend on your website as well. The engagement can help convert prospects to customers, especially when the video is incorporated on a topic-specific web page.

Businesses often use video to show expertise and leadership. They use interviews and advice, feature events (such as roundtable discussions, seminars, and confer-

ences), and explain and demonstrate new products, services and concepts:

- Navy Federal Credit Union's "Let's Talk Mortgage Loans" video ([LINK: https://www.youtube.com/watch?v=zD2Fte6AoBY](https://www.youtube.com/watch?v=zD2Fte6AoBY)) features two of its mortgage experts addressing questions about mortgages and the homebuying process.
- Arizona Federal Credit Union provides a "How-To: Mobile Solution" video series ([LINK: https://www.youtube.com/watch?v=suu3VtLobLw&list=PL0qkAVzoZqROAZinAFL0YI0St_-teRYuZ](https://www.youtube.com/watch?v=suu3VtLobLw&list=PL0qkAVzoZqROAZinAFL0YI0St_-teRYuZ)) that informs people about mobile banking activities, such as depositing a check, paying a bill, and sending money.
- Fannie Mae uses video as a tool to

explain the Desktop Underwriter® (DU®) validation service product ([LINK: https://www.duvalidationcenter.com/](https://www.duvalidationcenter.com/)) in a simple, easy-to-understand way.

5 Increase Engagement with Memorable Experiences

Experiential marketing, also known as engagement marketing, elevates the customer experience. It immerses people in relevant, unforgettable events, experiences and adventures. Customers learn about the product, service and organization through an experience that creates a personal feeling or memory which can lead to long-lasting impressions and customer loyalty.

Experiential marketing can be as simple as associating the business with an event. For instance, Bethpage Federal Credit Union ([LINK: https://www.bethpagefcu.com/](https://www.bethpagefcu.com/)) participated in one of the largest and most respected air shows in the country. The Bethpage Air Show ([LINK: http://bethpageairshow.com/media-info/](http://bethpageairshow.com/media-info/)) at Jones Beach State Park in New York attracted more than 301,000 attendees. The credit union extended the experience to its social media platforms by featuring images from the event.

Remember: When it comes to marketing, the types of strategies you employ can make it possible to get a better result for the amount you invest, especially when you have a strict marketing budget.

Use proven strategies for success that can save you time and money, and create a connection with prospective and current customers. ▲

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