

# On the Mark

Helping you **mark** your credit union for success



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## Content Marketing: The Rules are Changing

**(Part One of a Two Part Series)**

Today's consumers have access to more information than ever. Most marketers already know this. What we don't always know, however, is how to break through all the clutter and get our message heard over someone else's, especially in a saturated industry like financial services. The answer, according to a relatively new movement, is to give them more information. Just give it to them in a different way.

### What is Content Marketing?

Content marketing is the practice of sharing information with and educating consumers instead of focusing on the quick sale. It's the practice of teaching your customers/members something or solving a problem they care about. It's a means of creating content by listening to their needs and learning what's important to them. Instead of traditional marketing, which generally bombards them with flashy slogans or the features and benefits of products and services (that may or may not meet their needs), content marketing focuses on the consumers and their desire to have facts and figures before making a decision.

"Consumers have simply shut off the traditional world of marketing. They own TiVo to skip television advertising, simply ignore magazine advertising, and now have become so adept at online "surfing" that they can take in online information without a care for banners or buttons (making them irrelevant)," according to [Junta42.com](#), an online content marketing community. "Smart marketers understand that traditional marketing is becoming less and less effective by the minute, and that there has to be a better way. Thought leaders and marketing experts from around the world, including the likes of [Seth Godin](#) and [eMarketer CEO Geoff Ramsey](#), have concluded that content marketing isn't just the future, it's the present."

Content marketing is a big change for many marketers, because it requires a different thought process. Content marketing is not like an auto loan campaign with a goal of so many loans in a



marketing strategies. For example, many credit unions have entire websites for kids. They have branded mortgage sites with volumes of consumer information. They have branded Home and Family Finance sites provided by CUNA. They have free web calculators. The big question is, do members realize that information is out there, and is that information provided in other formats, as well? Better yet, is that the information members have asked for? Does it solve a problem or issue important to them? Does it engage them and build a relationship with them?

*In next month's issue of On The Mark, you'll read about the pros and cons of content marketing as well as the do's and don'ts. Plus, you'll find information to help you craft your own content marketing strategy. Look for the next issue in May.*

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## Blog Updates

**F**ollow Mark's blogs for frequent and timely information on topics like marketing, branding, generations, leadership, Tha and more. New blog posts are weekly. Here are links and summaries for some recent posts.

### [Do You KNOW Your Members](#)

There's more to branding than a fancy slogan. Your employees have to live that promise by truly understanding the members and serving their needs accordingly. Find out how one credit union uses KNOW as an acronym to continuously deliver on its brand promise.

### [Twitter Makes You a Better Leader](#)

Can Twitter make you a better leader. Mark thinks it can. Unfortunately, a lot of credit unions are denying their management access to Twitter. Discover why Mark thinks that's a mistake and read his tips for finding other legitimate ways to access Twitter.

### [Recruiting Gen Y](#)

The workplace is becoming more dynamic as we hire more Gen Yers. Many are still resisting hiring this generation, but let's face it. The time has come. In this blog post, Mark explains how the rules change with Gen Yers, as well as what to say during the interview process to make them as interested in you as you may be in them.

### [Renew Your Goals This Spring](#)

How are your goals coming along this year? If you haven't had a great start, it's okay. Spring offers the perfect time to renew your commitment to those things you'd like to accomplish by the end of this year. If you need help refocusing, this is the the post to read.



