



# Marketing Concept Applied in Credit Unions

CUDCC

Module 4



**At the end of Module 4, you will be able to understand the**

- 1. Principles of marketing and its application to credit unions**
- 2. Analysis of the financial needs of members and potential members**
- 3. Direction for credit union services**
- 4. Differentiation of credit unions from other financial institutions**

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***Group Activity:***

# **What is Marketing?**

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# *Marketing applied to credit union:*

- **Management of change**
- **Meeting your members' or prospective members' needs**
- **Everything your credit union does to serve your members**





## ***Group Activity:***

**Why marketing is  
important to your  
credit union?**

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# *Importance of Marketing to your credit union*

- **Competitive services**
- **Improve public image**
- **Increase market share**





***Group Activity:***

**How can your  
credit union  
becomes market  
oriented?**



## *To be market oriented, your credit union must:*

### **Communicate the benefits of being a member**

- *Orient members why they should do their financial services with your credit union*







# *To be market oriented, your credit union must:*

## **Assign person responsible on Marketing**

- *Centralize all activities under one person whether a paid staff or volunteer*





# *To be market oriented, your credit union must:*

## **Use all communication tools**

- *examples: advertising and promotion, as well as membership education and public relations*





*To be market oriented, your credit union must:*

## **USE RESEARCH**

- *Base decisions on facts and proven information rather than depending solely on rumors and past experience*





**Credit union today, cannot operate by intuition. There is a need for strategic marketing and marketing concept, which drives your credit union towards success.**

