



THE STATE OF CREDIT UNION MARKETING: Trends, Challenges & Opportunities

September 4th, 2025



WELCOME

TODAY'S AGENDA

- 1 The Question of Relevance
- 2 The Top Five Marketing Trends
- 3 Three Core Strategies to Keep in Mind

WITH



**Caroline
Vahrenkamp**

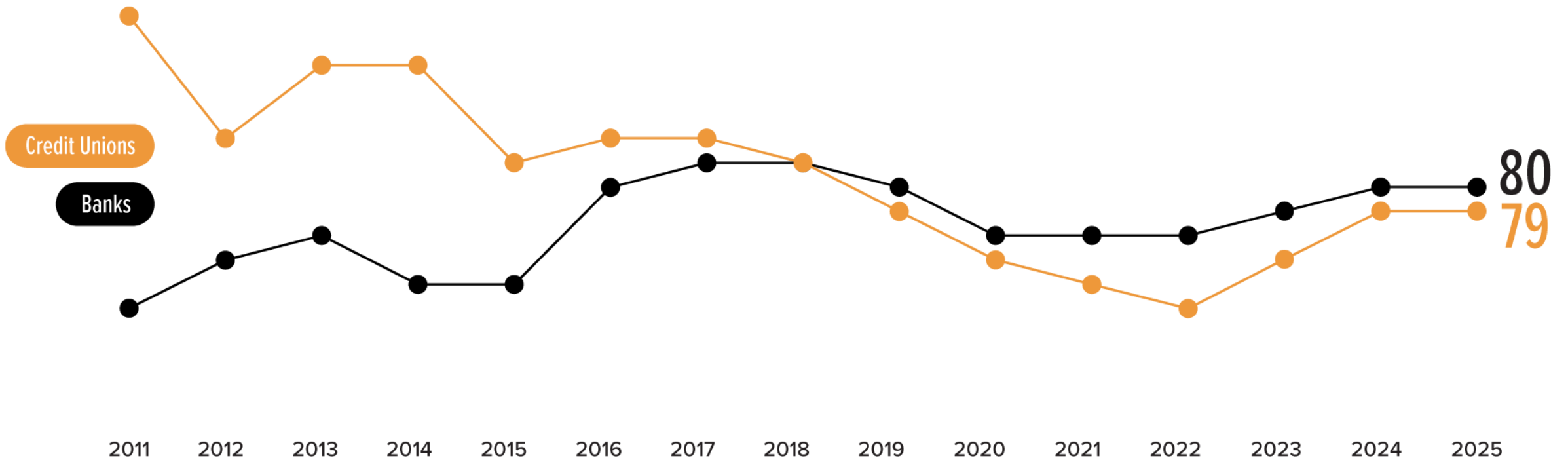
Director of Advisory Services
Filene Research Institute

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THE QUESTION OF RELEVANCE

INDUSTRY TRENDS

Customer Satisfaction in Financial Services



Source: Filene, American Customer Satisfaction Index, Finance Study (2025)

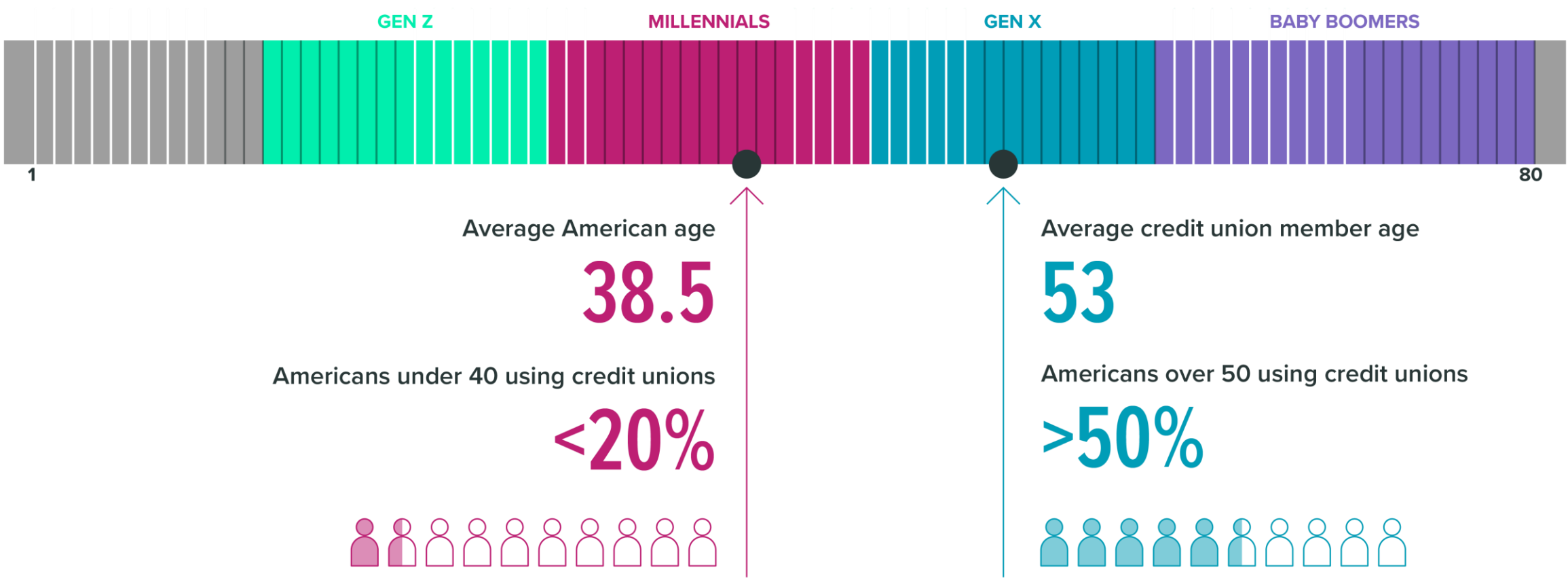
CREDIT UNIONS vs BANKS

Benchmarks	National Banks	Regional/Community Banks	Credit Unions
Speed of financial transaction (in branch)	84	88	87
Courtesy and helpfulness of tellers or other staff	85	91	86
Quality of mobile app	86	88	85
Reliability of mobile app (minimal down time, crashes, lags)	86	87	85
Website satisfaction	85	89	85
Call center satisfaction	80	84	81
Variety of financial services available (checking, savings, debit/credit cards, loans)	83	85	81
Ease of adding or making changes to accounts	81	86	80
Ease of understanding information about accounts	81	86	79
Competitiveness of interest rates	74	80	78
Number and location of ATMs	79	77	77
Number and location of branches	78	73	74

Source: Filene, American Customer Satisfaction Index, Finance Study (2025)

GROWING MEMBER RELATIONSHIPS

DEMOGRAPHICS = FACTS



Source: WOCCU

FRAGMENTATION IS CHANGING CONSUMER BEHAVIOR



55% of credit union members **use financial products from other financial institutions**.¹

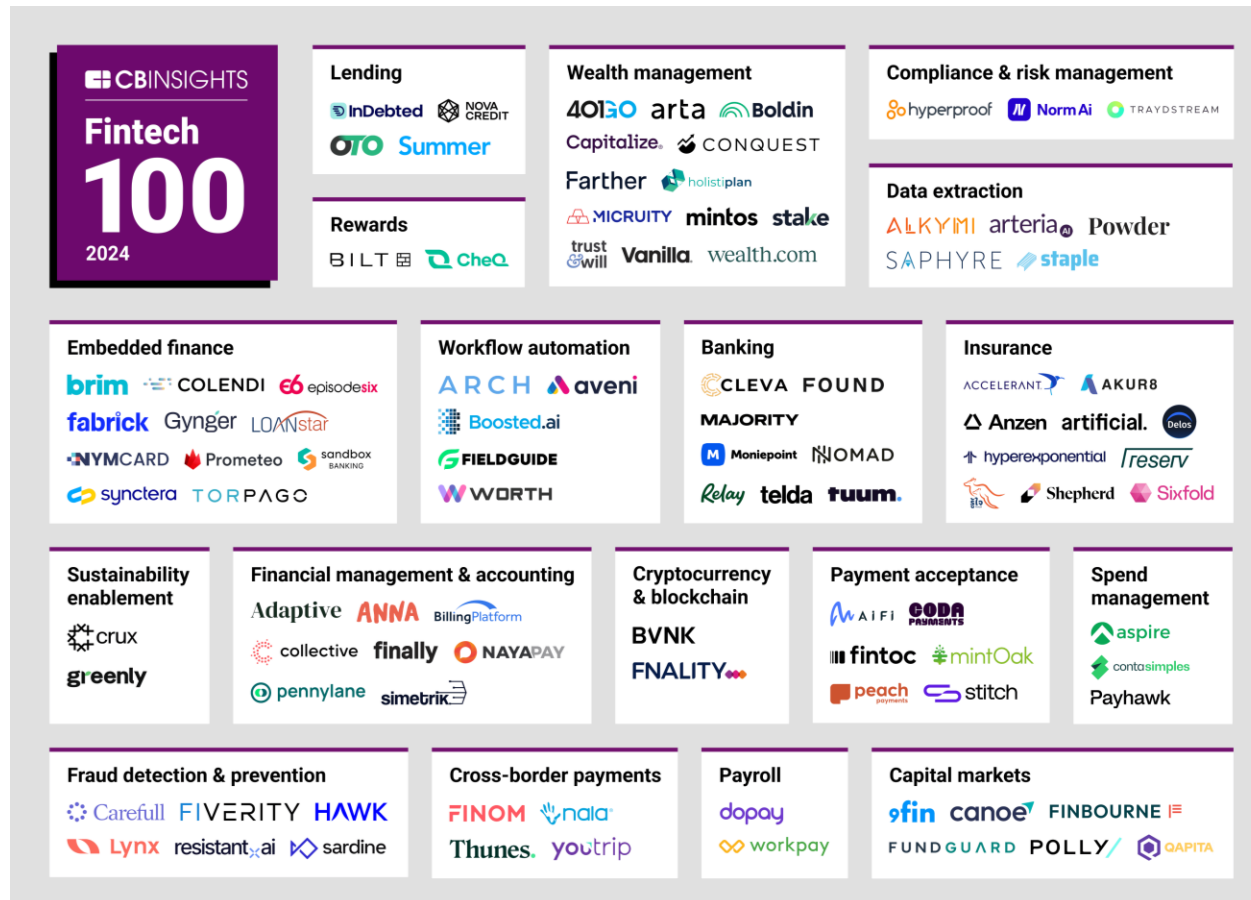
But...



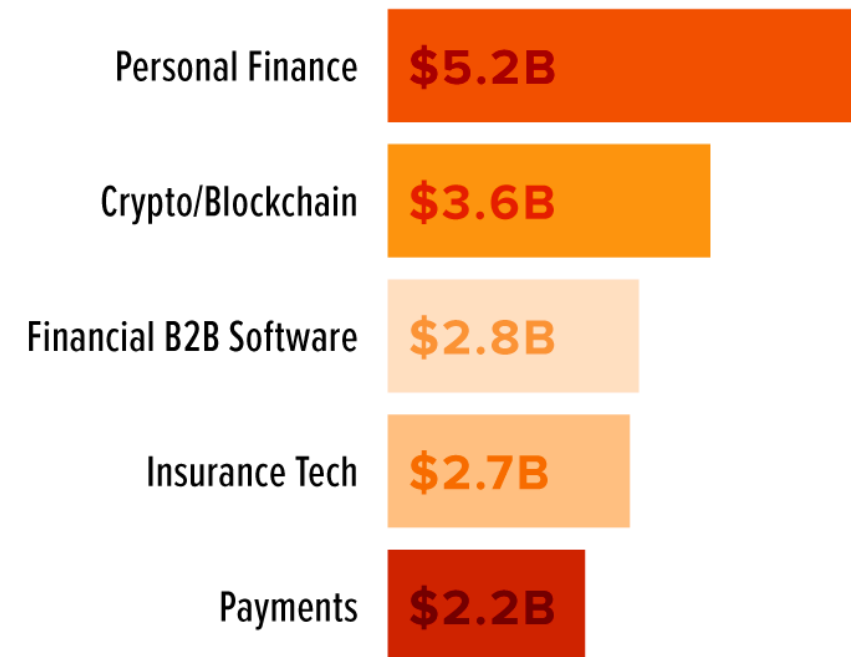
87% of credit union members (and 85% of bank customers) say they would prefer to use **as few financial services providers as possible**.²

Sources: 1PYMNTS.com & PSCU, "Credit Union Innovation Playbook" (2021); 2Filene Research Institute & CO-OP Financial Services, "Payments, Financial Wellness, and Prospects for Credit Union Growth" (2020)

FINTECH INVESTING: KEY SIGNALS FOR CREDIT UNIONS



Top 5 Areas of 2024 Investment



Source: CB Insights: Fintech 100: The most promising fintech startups of 2024; SVB: The Future of Fintech October 2024.

WHAT THIS MEANS FOR CREDIT UNIONS



- **Member expectations are shifting –**
Consumers demand seamless, digital-first experiences.
- **Tech-driven competitors are growing –**
Fintechs and digital-only banks are redefining financial services.
- **Payments, automation, and AI are key –**
Members expect fast, personalized, and data-driven interactions.
- **Digital capabilities will define success –**
Credit unions that invest in digital transformation will stay competitive.

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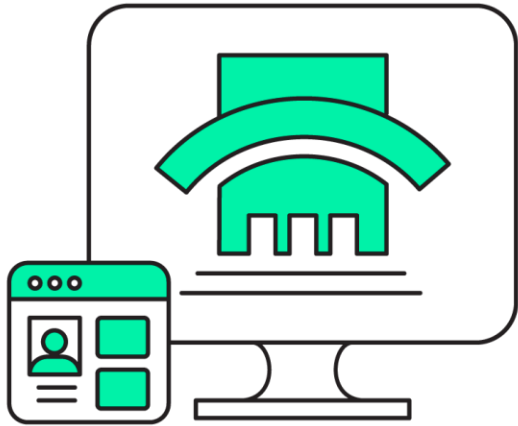
CU/BANKING INDUSTRY MARKETING TRENDS

TOP 5 TRENDS IN FINANCIAL SERVICES MARKETING



MOBILE-FIRST & APP-CENTRIC STRATEGIES

EXAMPLES OF DIGITAL DELIVERY



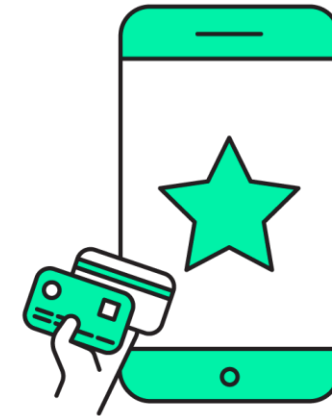
Join the Credit Union Online

EX. Clutch



Credit Score Engagement + Proactive Offers

EX. SavvyMoney



Instant Virtual Digital Card Offering and Control if Card Lost/Stolen

EX. Chime (+many larger CUs)



PAYMENTS INCENTIVE

- One of our FiLab testers tested Flow, a fintech that **encourages and incentivizes members to increase transaction volume.**
- Members received a push notification and email letting them know about the opportunity. During the month-long playbook, members were asked to complete five transactions. Members were selected based on transaction data, Flow identified members with low transaction numbers.

FiLAB + **flow**

	Transactions	Spend
Control	6.5	\$721.14
Participants	15.4	\$826.37
Difference	+8.9	+\$105.23

Source: Filene Report #622

TOP 5 TRENDS IN FINANCIAL SERVICES MARKETING



MOBILE-FIRST & APP-CENTRIC STRATEGIES



EMPHASIS ON DIGITAL TRUST & SECURITY

WHAT IS REAL ANYMORE?



THE MINNESOTA CREDIT UNION NETWORK— *Statewide movement to spark curiosity*

Campaign: “It’s a Credit Union Thing”

Target Audience: Young Minnesotans navigating life milestones

Key Tactics:

- Paid media + grassroots outreach
- Customizable toolkit for local adaptation
- Social media templates, videos, and logos for member CUs

Impact:

- ⚡ Collaborative effort across 40% of MN credit unions
- 📈 80%+ increase in likelihood of Millennials joining since 2017



WHY IT MATTERS

This is a scalable, statewide effort to shift perceptions and attract a new generation to the CU movement.



*Campaign: When
Everything Works—
It's Because They Do*

CIVIC CREDIT UNION—*Honoring Local Heroes*

Campaign: *“When Everything Works – It’s Because They Do”*

Target Audience: General public, highlighting local government employees

Key Tactics:

- Broadcast, digital, and social ads
- Relatable “what-if” scenarios (e.g., no clean water, no trash pickup)
- Emotional storytelling that honors essential workers

Why It Stands Out:

Uses compelling imagery and narrative to build appreciation and awareness for credit union members who work behind the scenes in local government.



TOP 5 TRENDS IN FINANCIAL SERVICES MARKETING



MOBILE-FIRST & APP-CENTRIC STRATEGIES



EMPHASIS ON DIGITAL TRUST & SECURITY



CONTENT MARKETING & FINANCIAL LITERACY INITIATIVES

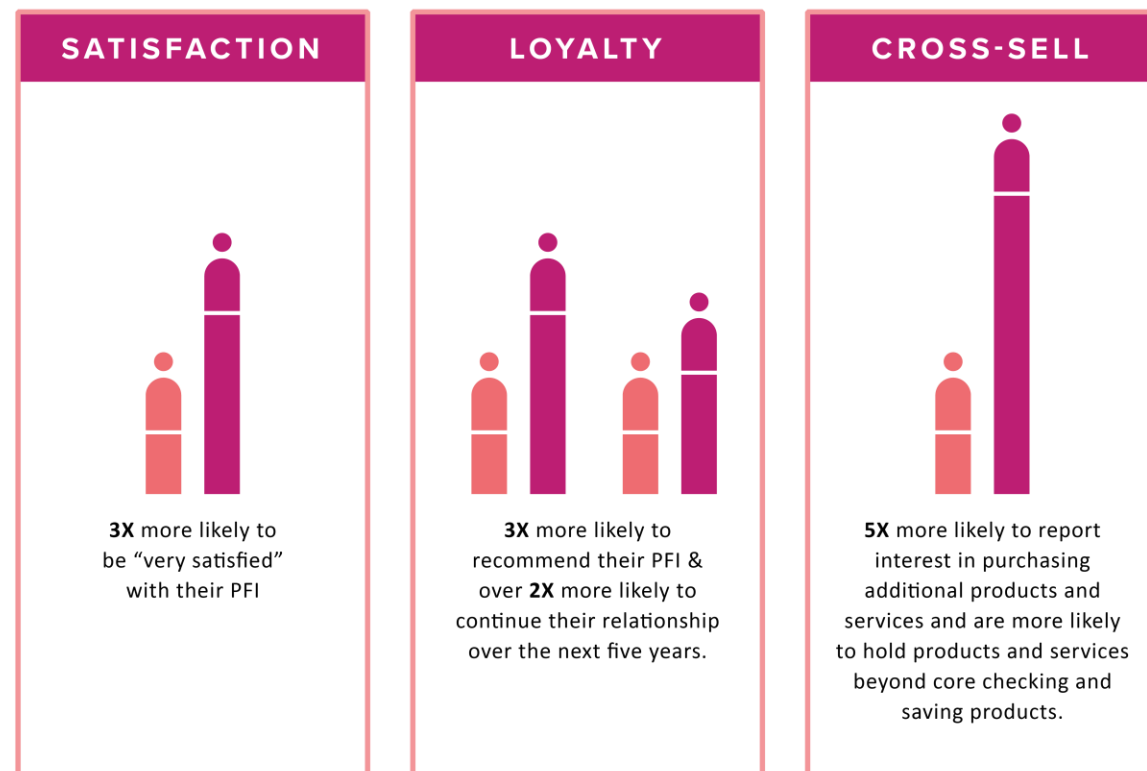
THE STRATEGIC OPPORTUNITY IS REAL

Consumers want financial well-being support:

80% of consumers expect their primary financial institution to **help them improve their financial health...** only **14%** agree strongly their PFIs actually do.



CUSTOMERS WHO THINK THEIR PFIs SUPPORT THEIR FINANCIAL HEALTH HAVE GREATER LEVELS OF:



Source: Financial Health Network

CITIZENS EQUITY FIRST CU—

Winning Gen Z with Financial Edu + TikTok

Campaign: *Multi-channel Gen Z Acquisition Strategy*

Target Audience: Ages 18–29, especially college students and young adults

Key Tactics:

- Social media + streaming ads (TikTok, Instagram, Twitch, YouTube, ESPN+)
- Name, Image and Likeness (NIL) partnerships with student athletes
- Financial education events tied to campus life
- OOH (out-of-home) advertising near universities

Results:

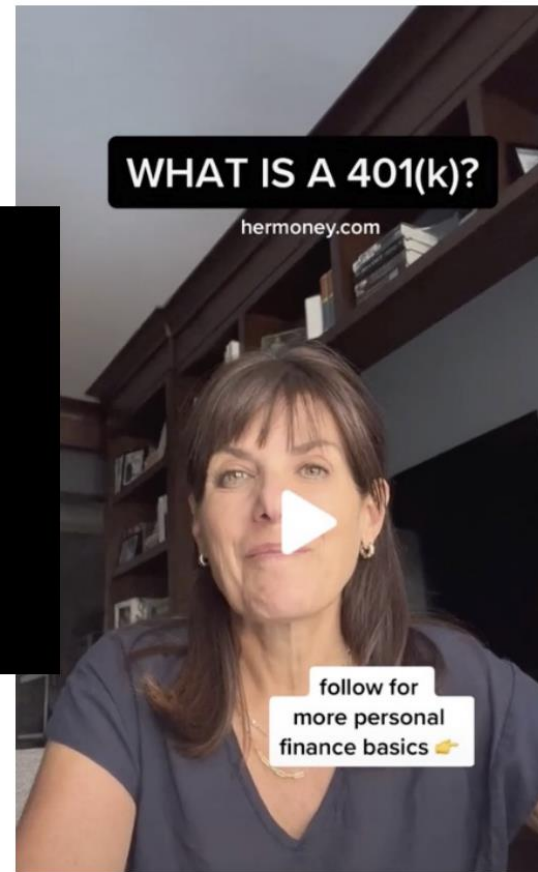
- ✓ 1,800+ new Gen Z members acquired
- ✓ Reframed what credit unions can offer young people



HERMONEY

from Filene

Partnering with Jean Chatzky and the HerMoney team to produce financial wellness and literacy content for credit unions.



HERMONEY



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MOBILE-FIRST & APP-CENTRIC STRATEGIES



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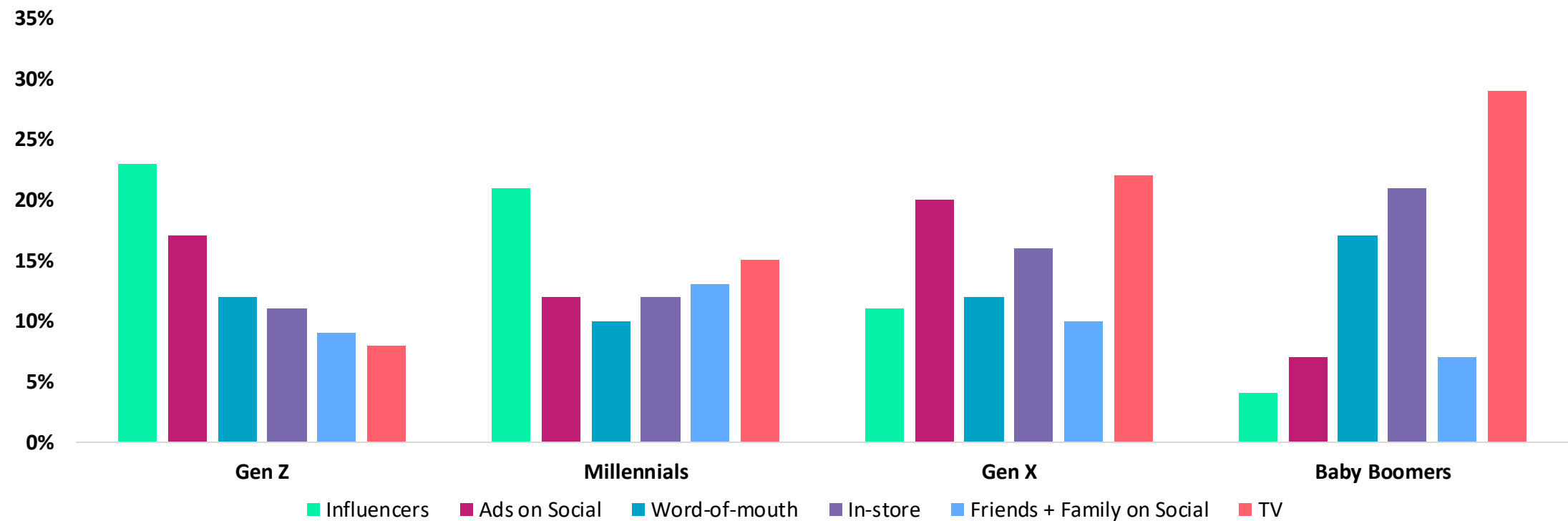
CONTENT MARKETING & FINANCIAL LITERACY INITIATIVES



STRATEGIC USE OF SOCIAL MEDIA & INFLUENCER MARKETING

YOUNGER GENERATIONS LEARNING ABOUT BRANDS ON SOCIAL MEDIA

Leading channels for learning about new products among adults in the United States as of July 2023, by generation.



Source: [statista.com/statistics/1414427/top-channels-new-products-us-by-generation/](https://www.statista.com/statistics/1414427/top-channels-new-products-us-by-generation/)

THE CHALLENGE AT HAND

In today's fast-paced social media landscape, credit unions face a unique challenge:

- **staying relevant to attract next-generation members while also staying true to their community-centered roots, all with limited time and resources.**

“ *Social media is not just about trends; it's about **creating a space where trust and authenticity thrive.*** **”**

Source: Filene Report #644 “Speed of Change: Credit Union Online Communication Strategies in the Age of Social Media”

DON'T SLEEP ON SOCIAL MEDIA



87%

The rate at which Instagram posts about community engagement and employees currently outperform others, showcasing the power of human-centered content.

Source: Filene Report #644 "Speed of Change: Credit Union Online Communication Strategies in the Age of Social Media"

TAKEAWAY ►

- Credit unions already sit on droves of stories and content that are ripe to outperform on social platforms due to the industry's community-centered nature. Thinking about how to repackage these stories in shorter form for social media is a great place to start when building out a social content calendar.

DON'T SLEEP ON SOCIAL MEDIA

79%
OF GEN Z

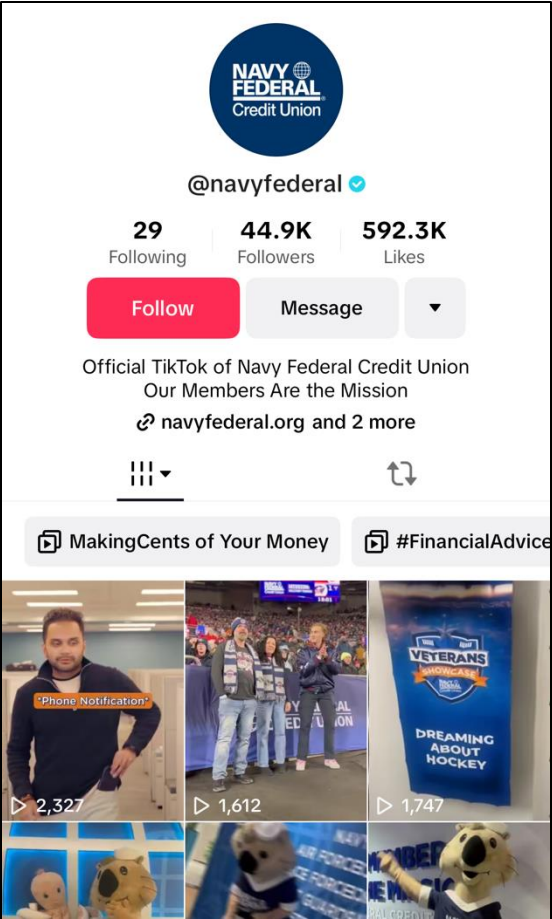
The percentage of this generation that actively seeks financial education content on social platforms, proving the growing importance of reaching this digitally native audience. What's more, 51% of Millennials and 63% of Gen X also do the same.

Source: Filene Report #644 "Speed of Change: Credit Union Online Communication Strategies in the Age of Social Media"

TAKEAWAY ►

- The audience has already paved the path for what financial institutions want to accomplish on social media. Data tells us that they don't have to be convinced to want to see, read, and hear our message — they're already actively searching for and engaging with this type of content. We have the life stage advice, personal guidance, and connection-based stories that they crave. Mobilizing these stories is the key dot to connect so that we can meet them where they already are on social media.

SOCIAL MEDIA AMPLIFIES REACH



Navy Federal

14 million members

24 thousand employees

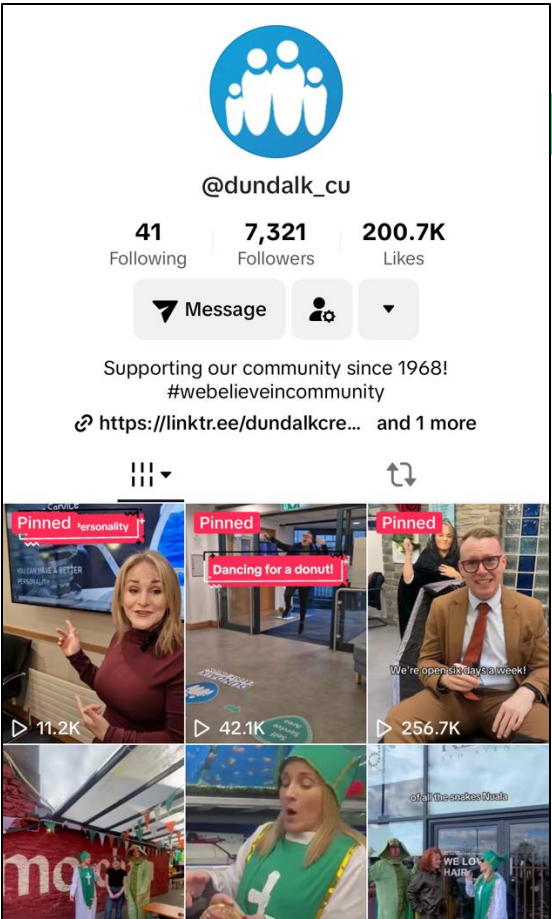
\$181 billion in assets

147 TikToks

44.9k Followers

592.3k Likes

Started April 1, 2022



Dundalk CU

45,000 members

50 employees

\$320 million in assets

113 TikToks

7.3k Followers

200.7k Likes

Started July 29, 2024

WHAT IS DUNDALK DOING RIGHT?

1. **Creating characters** that people can get to know and follow along on their journey
2. **Balancing content** that educates and informs with content that entertains and builds community
3. **Creating a conversation** by interacting with the people interacting with them
4. **Differentiating content based on platform** (TikTok vs. Instagram vs. Facebook)
5. **Staying on top of trends** to increase the likelihood that their content gets more visibility

And what are they doing it with? **Not much.**

- 5 team members (only 3 from marketing)
- 1 day/week max
- A smartphone with an inexpensive light attachment

CAN INFLUENCER MARKETING EFFECTIVELY EXTEND THE REACH OF CREDIT UNIONS?

Discovery test setup

- 12 “testers”: 11 credit unions + 1 league
- 2 social media and digital marketing expert coaches
- 3 goals: reach, engagement, acquisition
- 8-month education + implementation journey
- Minimum budget of \$1000 for influencer (range \$2k–\$10k)
- Tracked KPIs and results

Upcoming outputs

- Case studies and results of campaigns
- Playbook for credit unions, including education, best practices, and templates to implement strategy



elliejuengel 🌟 Highly recommend starting a savings account for your kids. I opened an account at Financial Plus Credit Union for myself and a Kids Club account for Ollie. It will continue to grow with interest and it will teach him smart habits. Here is the link <http://myfpcu.com/ellie> if you want to open your own Kids Club Account! #savingsaccount #firsttimeparents #savingforkids #investing

5w

FinFluencer

FILAB



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STRATEGIC USE OF SOCIAL MEDIA & INFLUENCER MARKETING



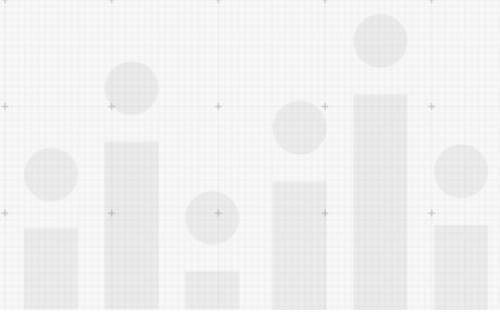
HYPER-PERSONALIZATION THROUGH AI & PREDICTIVE ANALYTICS

MEMBER PULSE SEGMENTATION AT A GLANCE

Based on interviews and surveys with nearly 5,000 credit union members nationally, Member Pulse identifies *eight dimensions* distinguishing how different credit union members feel about money and banking and what they want out of a financial services provider.

		LOW	DIMENSIONS	HIGH
 Affinity for credit unions	Credit union serves a more functional role		Preference for Credit Unions	Strong preference for credit unions over banks
	Prefer to have accounts at multiple financial institutions		Willingness to Consolidate at a Credit Union	Believe it's easier and simpler to consolidate at credit union
 Confidence in Financial Situation	Struggle financially to cover monthly expenses		Confidence in Financial Situation	Financially comfortable
	Overwhelmed and don't have a financial plan		Financial Planning Involvement	Don't feel overwhelmed managing their finances
 Trust in Financial Institutions	Don't believe financial institutions are doing enough for them		Trust in Financial Institutions	Believe financial institutions are working in their best interests
 Desire for Expert Advice & Education	Less interested in education and tools from financial institution		Desire for Financial Education	Want financial institution to provide education and tools
	Trust themselves to make financial decisions		Desire for Financial Advice	Value financial advice and willing to pay for it
 Interest in Using Technology	Less likely to seek out and use new technologies to manage finances		Interest in Technology Solutions	Quick to adopt new technologies and digital tools to manage finances

MEMBER PULSE SEGMENTS AT-A-GLANCE



HOPEFUL HELP-SEEKERS

These members struggle with their finances and are seeking education and guidance to improve their financial situation. They are looking for a personal and supportive relationship with their financial institution.

**20% MARKET
SHARE**



COMFORTABLE COMMUNITY-SEEKERS

These members are financially comfortable, but they are not necessarily looking for advice or education. They are confident making their own financial decisions but value personal connection and in-person service from their financial institution.

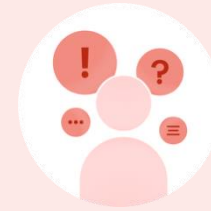
**21% MARKET
SHARE**



SOLUTION-ORIENTED SHOPPERS

These members feel financially secure, but they are also interested in expert support and innovative solutions. They are willing to shop around to find the best available products and services to solve their specific problems.

**23% MARKET
SHARE**



PRESSED OPTIMISTS

These members are overwhelmed and struggling financially but are not receptive to advice or education. They often don't know what they're looking for and feel ambivalent and unsure about their finances.

**23% MARKET
SHARE**



ENTERPRISING EXPERTS

These members are highly confident and feel financially secure, and they have no interest in receiving advice or guidance from others. They are looking for advanced tools and the best value to optimize their finances for themselves.

**12% MARKET
SHARE**

MSUFCU & MEMBER PULSE CASE STUDY

The Test

MSUFCU emailed 1,786 Solution-Oriented Shoppers about a new certificate product using targeted language. An additional group of 1,700 demographically members were also emailed as a control group.



The Results

The Solution-Oriented Shopper email led to:

- **63% MORE CLICKS**
- **80% MORE CERTIFICATES OPENED**
- **55% MORE OTHER PRODUCTS OPENED**

than the control at 14 days.

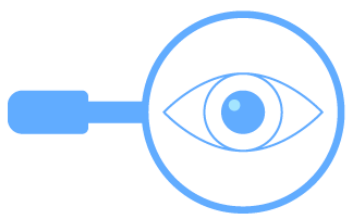
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THREE CORE STRATEGIES TO KEEP IN MIND

#1. AUTHENTICITY OVER EVERYTHING

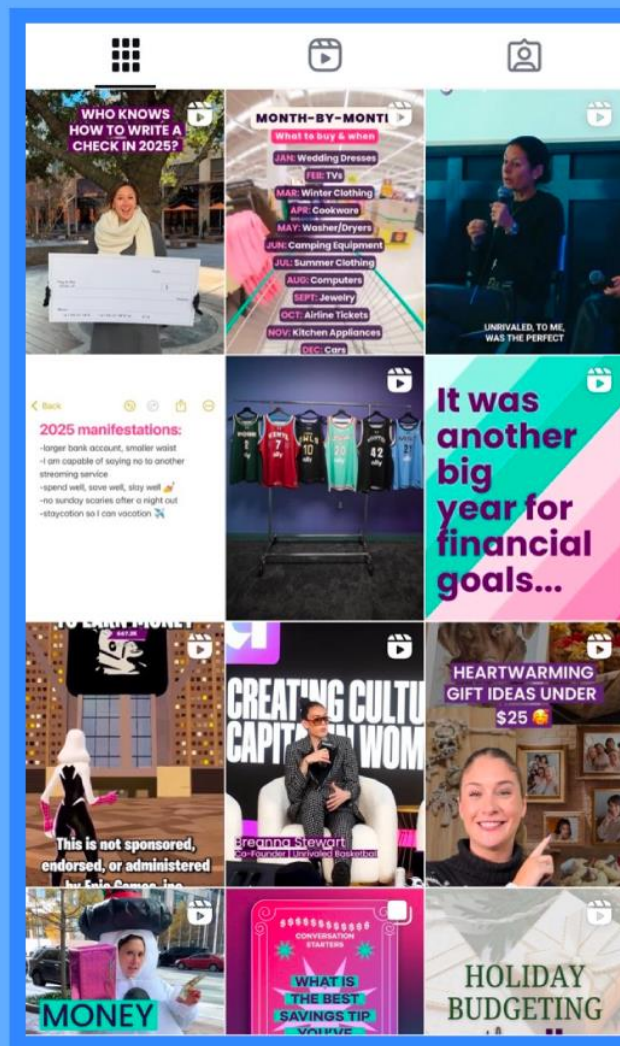
Younger generations have repeatedly stated that they seek brands and institutions they perceive to be more “real” because they see engaging with them as a reflection of themselves.

“Showcase real people—
employees, members, and
community voices.”

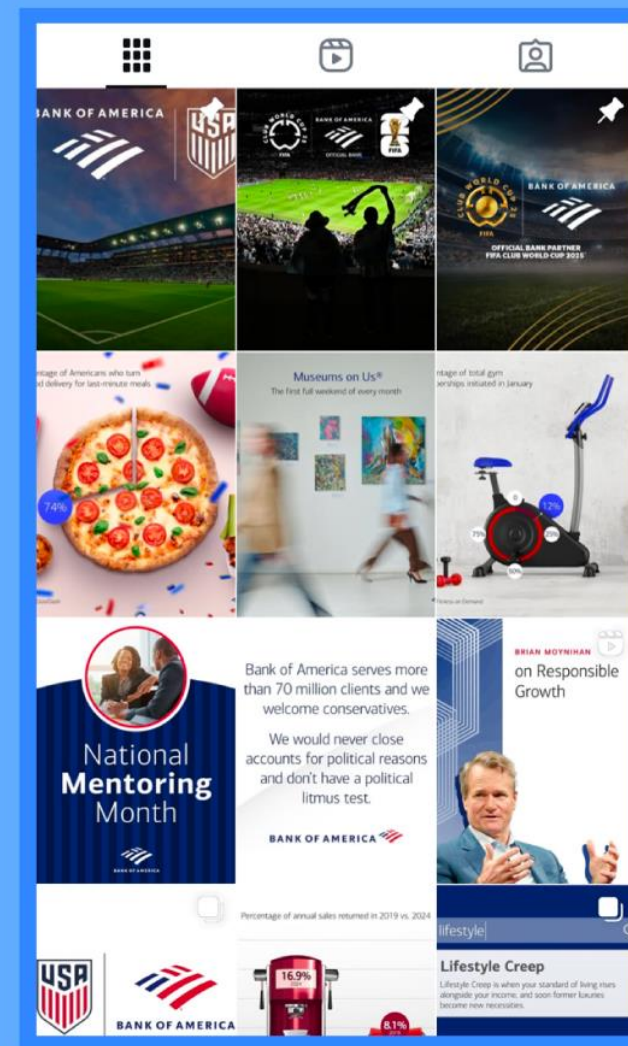


See if you can spot the differences between Ally Bank and Bank of America's Instagram content:

ALLY



BANK OF AMERICA



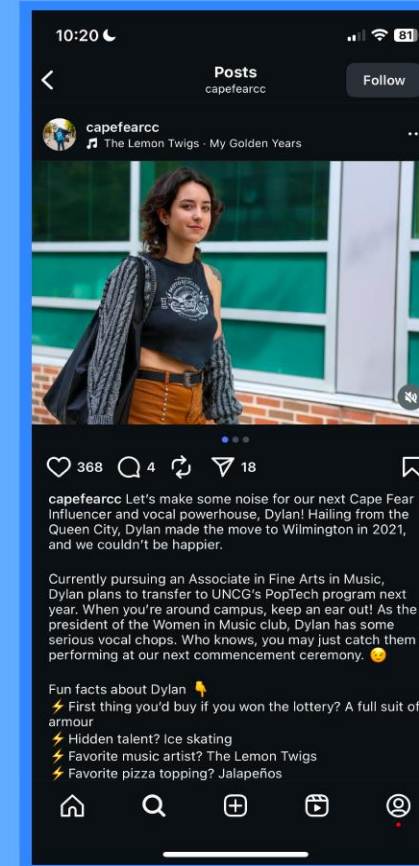
#2. BE A MIRROR, NOT A DOOR

A key to driving audience engagement and growth on social platforms is helping people to see themselves reflected in your brand's presence.

*“Regularly ask yourself and your teams, **“Does this content truly reflect the people we serve and hope to reach?”**”*

Cape Fear Community College is an example of a higher-ed institution bringing the faces and experiences of Gen Z to life with their content.

CAPE FEAR COMMUNITY COLLEGE




#3.FOSTER CONVERSATIONS AND CO-CREATION


The real “stickiness” to social media comes when viewers are prompted to participate. This signals to them that their voice is not only heard, but valuable, and that their voice can shape the experience and offering the brand promotes.

*“Dedicate resources to **actively monitor and respond to social media interactions**—typically, 30 minutes a day or an hour every other day will do.”*


#3.FOSTER CONVERSATIONS AND CO-CREATION



Launch a member-driven campaign that encourages sharing stories or photos related to their CU experience.



Dedicate resources to actively monitor and respond to social media interactions.



Collaborate with community micro-influencers to amplify your message and catalyze more co-creation.

If Nothing Else, Make Sure You and Your Teams are Discussing These Top Five Questions:

Ask Yourself

1. Who in our community or member base should we feature more prominently?
2. Are our visuals and voice aligned with the people we want to reach?
3. How can we encourage more two-way conversations with our audience? Do we know what our audience really wants to hear about?
4. What content formats (e.g., video, stories) resonate most with our members based on the performance of our posts? How can we create more?
5. Are we consistently reflecting the sweet spot of our values, or mission, and what our target members want to hear about in what we post?



THANK YOU!

QUESTIONS?



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