

Steered by Strategy: Developing and Implementing Outcome-Based Strategic Marketing Plans

What Does this White Paper Cover?

Outcome-based strategic marketing is emerging as an effective means to align efforts to grow membership and wallet share in lockstep with the credit union’s primary strategic objectives.

This white paper:

- defines this methodology,
- outlines its essential attributes, and
- discusses how it can create an overarching framework for cyclical, scenario, and organic marketing models already in use at many organizations.

It offers recommendations for getting started with outcome-based strategic marketing, illustrated by case studies from two credit unions. The role of data analytics in identifying and monitoring key outcomes and the benefits of being able to adapt quickly to crisis and disruption are explored. When implemented in an iterative manner—with the expectation of course corrections along the way—this form of marketing can bolster strategic execution and raise the profile of marketing as integral to organizational success.

“An outcome-based marketing plan cannot be written in a day. There’s so much research that goes into it and so much strategy that it should take you months to write the plan.”

Hilary Reed, EmpowerFI

Contributor Profiles



Laura Patterson
Founder

VisionEdge Marketing
Austin, TX



Mia Perez
Chief Administration
Officer

Louisiana FCU
La Place, LA
\$314 million in assets
34,000 members



Hilary Reed
President/CEO

EmpowerFI
Langhorne, PA



Liisa Woolley
SVP Member Experience

Northern Credit Union
Sault Ste. Marie, ON, Canada
\$1.5 billion in assets
75,000 members

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Top 3 Takeaways

- 1 To assess the success of any campaign, clear, measurable goals must be identified.
- 2 Marketers need to understand how their goals fit in with goals throughout the organization.
- 3 Data analytics are essential to measuring outcomes—whether data analysis is done in-house or by a vendor.