

# Mobiloil Federal Credit Union dramatically increases assets with CUMarketingCenter.com



*"When we started with CUMarketingCenter.com, we had \$260 million in assets. Today, we are at \$405 million. This growth comes from putting ads out in the field in places where people have never seen credit union marketing before. The process is fast, intuitive, and you can make modifications to generate professional-looking ads in less than an hour."*

*– George Perrett,  
Vice President of Marketing,  
MOFCU*



**Institution**  
Mobiloil FCU

**Address**  
Texas

**Website**  
[www.mofcu.org](http://www.mofcu.org)

### About the credit union

Mobiloil Federal Credit Union is a community charter with more than 40,000 members and assets exceeding \$400 million. Members enjoy a wide range of products and services provided by the latest technology and, in most cases, lower loan interest rates and higher dividends as compared to other financial institutions.

### The challenge

Like so many community credit unions, MOFCU has a small marketing department that wears many hats. The marketing team did not have time to design ads in-house, so they relied on an outside agency, which was both time consuming and expensive. The agency had little experience marketing credit unions and did not understand how to effectively create ads that resonated with MOFCU's existing members or how to promote the credit union to organizations it contributed to as part of the community. "We were held captive to their creative," said George Perrett, MOFCU's VP of marketing. "They sold credit union services the same way they sold cars."

## The solution

MOFCU began using CUMarketingCenter.com to create ads in-house, eliminating the need for an outside agency. Though they loved the access to the portal's thousands of professionally designed layouts and millions of stock photos, MOFCU became frustrated with their inability to incorporate the credit union's branding and colors in the CUMarketigCenter.com materials. After sharing their concerns, CUMarketingCenter.com's developers went back and designed the technology that allows credit unions to change the colors in the layouts to match the PMS colors they are using in their marketing and branding efforts. Today, MOFCU uses CUMarketingCenter.com to create several customized ads each week for various media outlets, as well as for use on digital signs in their branch locations.

## The results

When MOFCU began using CUMarketingCenter.com, the credit union had \$260 million in assets. Today, its assets have grown to \$405 million. Much of this growth is credited to CUMarketingCenter.com and the credit union's ability to now advertise in new markets. Through the CUMarketingCenter.com web portal, MOFCU is able to quickly and easily create diverse marketing materials for a wide range of audiences while maintaining its corporate identity. The process is fast, intuitive, and both minor and major changes can be made to the layouts in minutes.



## About CUMarketingCenter.com

CUMarketingCenter.com is a web-based platform that fully automates the creation of print ads, direct mail, e-mail campaigns, statement stuffers, product- and service-specific brochures, posters, flyers, digital signs and more. Credit unions can customize each marketing piece with logos, text, photos, branch locations, and rates - all in minutes and in a point-and-click environment. An administrative queue is also provided for marketing, compliance, and credit union management approvals, and users have the ability to print each piece instantly or electronically submit them for publication. All materials are inventoried and available for easy and quick updating. CUMarketingCenter.com puts you in complete control of the marketing production process for your credit union - all for a fraction of your current marketing costs. Contact us today to learn how CUMarketingCenter.com can equip you with the tools you need to thrive in today's financial market.



For more information on CUMarketingCenter.com email [nreynolds@CUMarketingCenter.com](mailto:nreynolds@CUMarketingCenter.com) or call 404-943-1632.