

WEOKIE
FEDERAL CREDIT UNION

JOURNEY TO DIGITIZATION

Brent Rempe
AVP Credit Union Development

Shift Away from Traditional
"Outbound" Marketing




OUTBOUND MARKETING

- PRINT
- RADIO
- TELEVISION
- OUTDOOR

INBOUND MARKETING

- REMARKETING
- BEHAVIORAL TARGETING
- DIGITAL PPC
- SOCIAL MEDIA
- TRACKING & ANALYSIS
- GUERRILLA MARKETING
- DIRECT MAIL



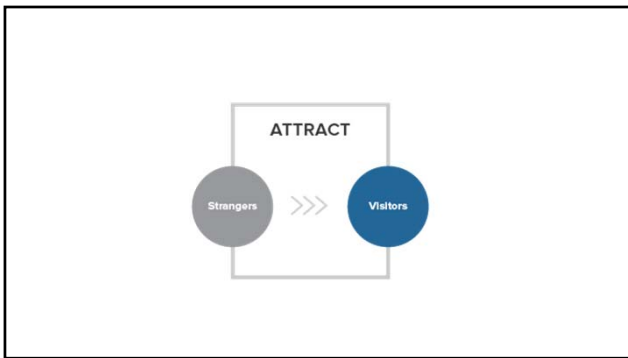
You're **APPROVED**

NO PAYMENTS FOR 90 DAYS!

\$200 CAS

1.99%
\$45
\$1.2

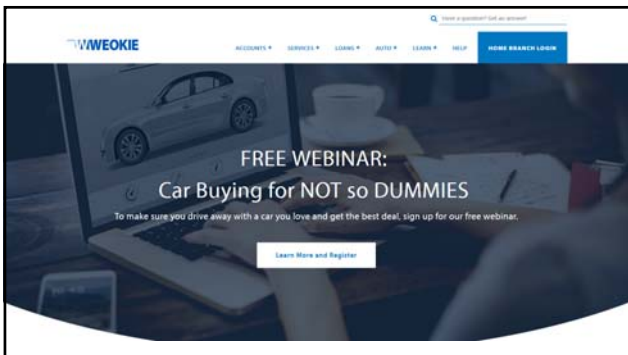


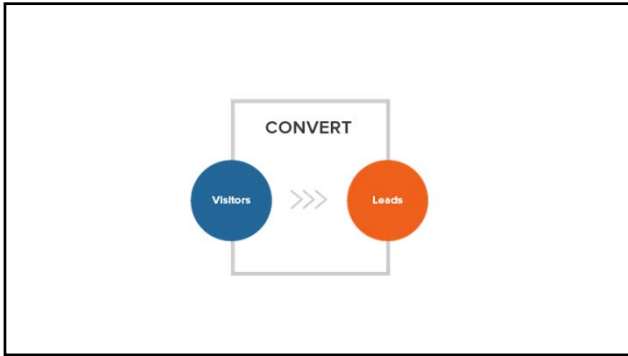






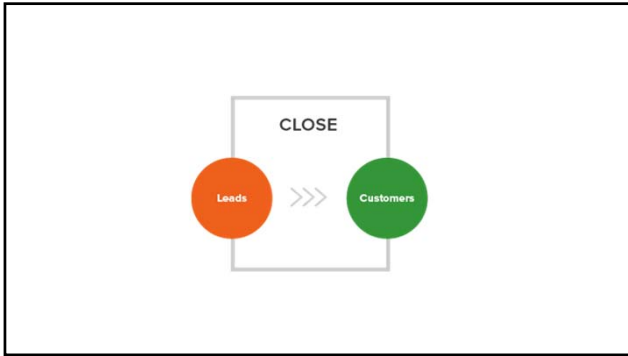






A screenshot of a website banner for WEOKIE. The banner features a background image of a person sitting at a desk with a laptop and a car. The text on the banner reads: "FREE WEBINAR: Car Buying for NOT so DUMMIES. To make sure you drive away with a car you love and get the best deal, sign up for our free webinar." Below the text is a button that says "Learn More and Register". The WEOKIE logo is in the top left corner, and a navigation menu with links for ACCOUNTS, SERVICES, LOANS, AUTO, LEARN, HELP, and HOME SEARCH LOGIN is in the top right.

A screenshot of a website page from WEOKIE. The page has a white background with a blue header containing the WEOKIE logo and a "CONTACT US" button. The main content area is titled "Tired of debt weighing you down?" and includes a sub-header "Download our free bundle of worksheets to escape out from underneath your debt, defeating it once and for all." Below this is a section titled "Wondering how this works?" followed by "In these free worksheets, you'll learn:" and a bulleted list: "Budgeting strategies you can implement right now", "Personal assets and household inventory", and "Net worth, debt-to-income ratio and more". To the right of the text is a form with an "Email" label, a text input field, and a "Submit" button. An image of a booklet titled "8 STEPS TOWARDS FINANCIAL FREEDOM" is shown on the left side of the form.



WEOKIE

Hi there,

What would you do with an extra \$10,000? No fine print, no strings attached.

Most people would put it towards student loans, a mortgage, retirement or maybe even a vacation abroad.

In this [free guide](#), we share the stories of three Oklahoma families and their experiences with auto refinancing through WEOKIE. Real people, real savings.

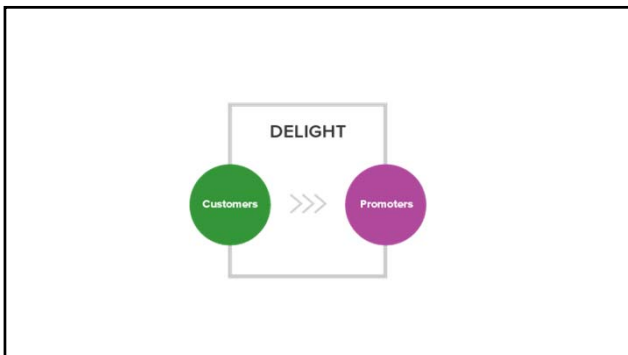
[Click below to learn how you can save big on your next auto loan.](#)


WHAT WOULD YOU DO WITH \$10,000?

In this free guide, three of our customers share how refinancing helped them save big and reinvest money back into their future.

[DOWNLOAD FREE](#)

At WEOKIE Federal Credit Union, we work with people from all walks of life. We tailor our strategies to meet the financial needs and goals of every member.






FIRST-TIME BUYER PROGRAM

This program offers financing options for borrowers that may have previously needed a co-signer.

[LEARN MORE](#)



IS YOUR GRAD BUYING A NEW CAR SOON?

It's difficult juggling student debt and new car expenses. In this free checklist, we share 10 crucial tips to help prepare and position them well to accomplish their long-term financial goals.


[DOWNLOAD IT NOW](#)

Steven came in wanting to get a signature loan for several expenses. We noticed he had auto loan financed somewhere else.

We were able to refinance his auto loan and add the signature loan into it because he had equity in his auto.


We were able to lower his interest rate from 6.2% to 2.5% and since we added the signature loan, we saved him from getting a higher rate and two loans.

Steven ended up saving over \$6,600.




STEVEN
Auto Loan Refinancing

"I had been living paycheck to paycheck never able to save any money and only able to pay the minimum on my credit cards. It wasn't until I attended Tabatha's webinar that gave me hope that I could change my financial future. She was able to consolidate all my debts into one with a lower interest rate, help me save \$4,000 in interest, and get a set payoff date! I am so grateful for her and Rigol! I am on my way to being debt free!"



Ellie

My husband and I had been swimming in credit card debt and felt like we were getting to the point of drowning. I attended the FREE Debt Reduction seminar and something that Tabatha said during that helped me to realize that I could change the credit card debt into a loan on a vehicle that we had paid off. Now I have condensed a couple of credit cards into a car payment and I have 3.49% interest and a set date to have it all paid off. It will help us so we aren't using all of our money to pay interest and feel like we are never gaining ground. I can't thank her and Rigol enough for all of their help.



Tammy





