

Small Is Beautiful (And An Asset)



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Use Your Size To Your Advantage

- There are things you can do larger financial institutions _____.
- Look for _____ opportunities.
- Use your _____.
- Use your _____.

Niches Lead To Success

- Who is your credit union _____?
- Successful brands have clearly defined _____.
- Potential niche groups include _____, _____, underserved, small businesses, etc.

Cheers Marketing

- Cheers marketing means _____ your members better than anyone else
- Make your members a _____ .
- Create or get involved in your members' _____ .

Incubate Differentiating and New Ideas

- Some of the best new _____ come from small credit unions
- Look for ways to _____ .
- Understand your _____ better than anyone

Offer Innovative Member Experiences

- Experience Economy = A new economic era in which every business is a _____ and companies must design memorable events for which they charge admission.

- You must make your credit union _____.

- Put _____ in your brand.
 - (1) Find your most _____ members and listen to them.

 - (2) Start telling _____.

- Exploit your _____.

Mark Arnold

Mark Arnold, CCUE, is an acclaimed speaker, brand expert and strategic planner. He helps organizations and credit unions achieve their goals with strategic marketing insights and energized training. Mark speaks regularly to audiences around the country on branding, marketing, strategy, leadership, personal growth and generational issues. He speaks to diverse audiences such as management, staff, executive leadership and boards of directors.

He is also president of On the Mark Strategies, a consulting firm specializing in branding and strategic planning. Mark is the author of multiple books, including *Think Huge: Elevating Your Life and Your Business*, *My Best Service Ever* and *Marketing Across the Generations: Gen. X*.

Mark is rich in credit union work experience. Prior to founding On The Mark Strategies, Mark served as senior vice president for Neighborhood Credit Union in Dallas. He oversaw and planned strategies for multiple departments, including marketing, business development, human resources, training and business services. He has also served as the communications manager for the Texas Credit Union League (TCUL). Mark also worked in several areas at Community Credit Union, including loans, collections and marketing.

Arnold has won numerous communication awards, including CUNA's national Marketing Professional of the Year and the Texas Credit Union Marketer of the Year.

Credit Union Consulting (markarnold.com)

Arnold can assist your credit union with the following areas:

Long-range planning sessions	Marketing reviews/audits
Branding	Marketing planning
Sales training	Management/supervisory training

Training Topics Include:

- Pearl Harbor or Pearl Jam? Marketing Across the Generations
- Got Brand? Successful Credit Union Branding Strategies
- Top 10 Marketing Trends Every Credit Union Should Know
- It Takes A Village: Community Charter Marketing
- Excelling with E-Commerce: Electronic Marketing
- From Grunge to Noserings: How to Market to Generation X
- Star Wars for Your Credit Union: Technology Strategy & Planning
- When Employees Act Their Age: Generational Workplace Differences

These are sample available topics. Presentations are customizable to meet your specific needs

To schedule, contact Mark Arnold at 214.538.4147 or mark@markarnold.com. Mark's web address is www.markarnold.com.



KEEP THE CONVERSATION GOING

Check out Mark's website:

➤ **www.markarnold.com**

Check out Mark's blogs:

➤ **blog.markarnold.org**

- *information about marketing, branding, strategy, generations, and leadership*

➤ **blog.thinkhuge.info**

- *comments, posts, interviews, illustrations on key Think Huge concepts*

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