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| **Webinar SeriesWebinar** | **YES!** |
| **Webinar Series: Professional Credit Union Marketer Series; Improving Marketing Performance** |  |
| 7 Steps to Marketing Promotion that Get Results |   |
| 5 Ways to Develop New Ideas |   |
| 3 Things Your CEO Wants to Know about Marketing |   |
| Business Development to Keep Your CU Growing |   |
|   |   |
| **Professional Credit Union Marketer Series: The 4 "Always On" Marketing Strategies** |  |
| 3 Targeted Marketing and E-marketing Tactics |   |
| The New Member Onboarding Strategy: 3 Ways to Move More to Your CU |   |
| The Cross-Sell Support Strategy — 3 Business Enhancing Suggestive Sells |   |
| The Next Product Strategy - 3 Special Target |   |
|   |   |
| **Professional Credit Union Marketer Series I, Tough Marketers** |  |
| Creating Your Marketing Budget, Benchmarks & Dashboard for Tracking |   |
| Building Non-Interest Income |   |
| How to Buy Media in Today's Congested Marketplace |   |
| Creating a Sales Approach with Business Development & Community Involvement |   |
|   |   |
| **Marketing by the Numbers Webinar Series: From CU Financials to Return on Investment (ROI)** |  |
| 3 Ways the CU Financials Impact Marketing Decisions |   |
| Four Ways to Build Tracking Into Marketing |   |
| 10 Data Points to Watch for Your Credit Union |   |
| 3 Keys to Non-Interest Income |   |
|   |   |
| **Make Your Marketing Matter Webinar Series: Membership Growth** |  |
| The "Care" Team |   |
| The Wealth Management Team |   |
| The Concierge |   |
| The Chat |   |
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| **The Card Marketing Webinar Series: Market Credit Cards & Debit Cards for Revenue Results** | **x** |
| 5 Do's and Don'ts for Credit Card Balance Transfers; Campaigns to Use Now |   |
| 3 Tips to Get More Cards Working for Your Credit Union; Enhancing Revenue from Acquisition to Usage |   |
| 4 Follow-Up Ideas for Credit and Debit Cards; Opening the Account Is Just the Start |   |
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| **Webinar SeriesWebinar** | **YES!** |
| **Professional Credit Union Marketer Series II: Digital Skillset** |  |
| Digital Advertising for Prospecting |   |
| Social Media Branding, Content & Advertising |   |
| The Keys to Better E-Marketing |   |
|   |   |
| **Reaching Members Online Webinar Series: How to Set a Clear Online Marketing Strategy** |  |
| 3 Key Must Haves on Your Website |   |
| 4 Ways to Enhance Email Marketing |   |
| 5 Digital Advertising Opportunities |   |
| 10 Ways to Manage Social Media Content |   |
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| **Building Relationships with Cross-Selling Webinar Series** |  |
| Three Reasons Cross-Selling Fails |   |
| Five Steps to Helping Your Staff Consultative Sell |   |
| Three Steps to Building Profitable Member Relationships |   |
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| **Webinar Series: Cross Selling Best Practices Webinar Series** |  |
| 5 Best Practices to Develop Your Cross-Selling Culture |   |
| 4 Techniques for Cross Selling to the Stressed Member |   |
| Motivate Your Female Staff to Cross-Sell: 10 Ways |   |
| Generate More Revenue with Every Cross-Sell: 3 Techniques |   |
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| **Webinar Series: Coaching for Managers and Supervisors Webinar Series** |  |
| One-Minute Cross-Sell Coach |   |
| Coaching to Enhance Performance |   |
| Change Management |   |
| Conflict Management |   |
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| **Webinar Series: The Credit Union of the Future Webinar Series** |  |
| Three Blocks to Success & the Shifts to Make |   |
| 3 Ways to Make Your CU's Brand Stand Out |   |
| 3 Steps to Focus on the Member Journey to Create a Win/Win |   |
| 4 Hocus Pocus Focus Ways to Make Your Environment Fun & Productive |   |
|   |   |
| **Webinar Series: Free Webinars** |  |
| 3 Ways You Lose Touch & 3 Ways to Re-engage with Members |   |
| Do You Speak Millennial, or, How Millennial, X-er, or Boomer Are You? |   |
| Changing Up Your Marketing to Attract New Members; 10 Ideas in 30 Minutes! |   |