

## Discover Our Off-The-Shelf Integrated Marketing Campaigns: Customizable Creative for Email, Website, Social Media

The following ready-to-use campaigns were designed to help your credit union achieve its HomeAdvantage® marketing goals. Each has a specific theme and purpose, and can be personalized or launched as-is.



### Goal: Introduce HomeAdvantage to Members

**Themes: A Better Way To Find the Perfect Home · Find and Finance Your Home**

These campaigns are a great way to introduce your members to overall benefits of HomeAdvantage while positioning your credit union as a one-stop shop for all things real estate-related, from finding a home to financing one.



### Goal: Target Home Buyers

**Themes: Research Local Market Trends · Find an Agent · Find and Finance Your Home · Earn Cash Rewards**

Once HomeAdvantage has been introduced, keep the key benefits of the program top-of-mind. Whether they are looking to buy now or in the future, these campaigns remind members that HomeAdvantage can help them find an agent, find a home, earn Cash Rewards, and more!



### Goal: Target Home Sellers

**Themes: Get a Free Property Valuation · Research Local Market Trends · Find an Agent · Sell Your Home · Earn Cash Rewards**

Sellers become buyers! Attract them into your pipeline early with messages related to free property valuations, customized market reports, finding an agent and saving money, including requesting a free property valuation, generating a custom report on the local market and finding a HomeAdvantage agent.



### Goal: Attract Members Starting Their Research

**Themes: Get a Free Property Valuation · Research Local Market Trends**

Get members interacting with HomeAdvantage research tools and into your pipeline at the earliest stages of their home-buying or selling journey – long before they're ready to 'talk mortgages!'

# HOMEAdvantage®

## Using the Campaign Elements

Home buyers and sellers begin their search several months in advance of the actual closing. With this in mind, it's critical to keep your HomeAdvantage program and real estate services front-of-mind for your members throughout the entire year.

Here are ways to integrate our digital creative elements into your marketing and drive traffic to your HomeAdvantage portal each month.



### Email

Email marketing continues to be a highly efficient and cost-effective way to connect with your members and build awareness of your HomeAdvantage program. The email HTML provided includes a hero image and body copy which can be easily co-branded and implemented into your preferred email marketing platform.

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### Website

Utilize simple yet eye-catching website banner ads to capture the attention of your members. The creative is customizable so you may adjust the look and feel to blend with the content of your credit union's homepage.



Your social media channel.

Add a call-to-action and link to your HomeAdvantage portal.

Use images provided.

Encourage your employees to like, comment and share!

### Social Media

Social media is another cost-efficient digital marketing method to use to drive traffic to your credit union's website. Using the social media artwork in conjunction with targeted emails and website banner ads will help ensure your real estate marketing messages resonate with members through a variety of touchpoints.

## Where to Find Them?

Login at [www.mycuhomeadvantage.com](http://www.mycuhomeadvantage.com)

Visit the **Resource Center**

Click on **Marketing Support Tools**

Locate in **Campaign Templates and Customizable Creative**

## Questions?

Contact us at: [Marketing@curealty.com](mailto:Marketing@curealty.com)