



For Immediate Release

Superior Choice Credit Union Relies on IMN's Email Newsletters to Improve Member Communications and Engagement

Consistent, Relevant Marketing and Educational Content Targets Members' Financial Goals and Encourages Rapid Response to News and Offers

WALTHAM, Mass. – May 22, 2012 – [IMN](#), the digital marketing company that delivers branded newsletters and content for vertical markets, today announced details of its engagement with Superior Choice Credit Union (SCCU). SCCU is a Wisconsin-based financial cooperative that implemented use of IMN's newsletter platform to coincide with a focus on more regular electronic communications with its members to alert them about SCCU news and encourage them to take advantage of timely financial products, such as loan and savings programs.

SCCU members are increasingly opting for e-statements and other forms of electronic communication. As a result, SCCU is working to phase out paper communications, which includes a quarterly print newsletter, to its more than 24,000 members. While occasionally utilizing email to communicate with members, the credit union sought a more consistent solution that positively reflected its brand image and supported regular, cost-effective communications that SCCU's marketing team could easily track and manage. The newsletters also include links to social media sites like Facebook to encourage community building across multiple communications channels.

IMN's newsletters offer a simple, cost-effective way to educate and engage with SCCU members while growing the institution's relationships. The branded monthly newsletters provide customized, fully-compliant content developed by IMN including incentive program offers, consumer lifestyle content and original articles designed to educate SCCU members on financial products and services including auto loans, mortgages, retirement plans and college savings programs. SCCU has limited marketing resources, so eliminating the amount of content that has to be approved by the compliance department has led to significant savings – both of time and resources.

"At SCCU, we have a strong commitment to the communities we serve, and have a constant focus on how best to return value to our members. IMN newsletters enable another touch point with our members, helping us to better communicate about our contributions to the towns they live in, and the products that can support their financial goals," said Annie Lepper, assistant vice president, marketing and sales at Superior Choice Credit Union. "We have been impressed with IMN's client service and its easy-to-use platform that enables us to quickly deliver

engaging and educational content, while providing us with the ability to measure that engagement to determine what articles and offers are the most well received.”

SCCU is continuing to see proof of member engagement with its newsletters. For example, the credit union held its Annual Director’s Election earlier this year. The February IMN newsletter included a link in a story summary leading to the online ballot, and within 45 minutes of sending, there were nearly 100 votes cast. SCCU hadn’t previously experienced that volume of interaction in such a short time frame.

“IMN has deep experience in the credit union space, and we are closely aligned with the content compliance and distinct operational requirements of these member-oriented financial institutions,” said Eric Shealy, vice president, vertical solutions group, IMN. “We are proud to support the mission of SCCU and its goals to help improve the financial well-being of members and surrounding communities, while encouraging more regular, valuable digital communications to drive greater engagement, especially with those members who increasingly prefer to be communicated with online.”

In addition to providing custom content developed specifically for credit union members, IMN offers intelligent analytics to track customer engagement including delivery statistics, open and click through response rates, as well as article popularity, which allows SCCU to measure each newsletter’s success. As a result, SCCU can track its call to action programs and learn how members are responding to the content.

About IMN

IMN is the [digital marketing](#) company that delivers [branded newsletters](#) and content for more than 4,000 organizations worldwide. By combining custom, vertically-oriented content with advanced publishing technology and services, IMN enables companies to engage with their prospects and customers to drive business results via email, mobile and social platforms. In addition to taking advantage of IMN’s expertise within the automotive, banking and direct selling industries, customers benefit from analytics-based intelligence that provides insight into buying behavior and purchase preferences to successfully encourage brand loyalty and generate leads. For more information, visit <http://www.imninc.com> or the [IMN Blog](#). Follow IMN on Twitter [@loyaltydriver](#) or engage on the [IMN Facebook brand page](#).

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