



EFCU 5080 W 60th Ave, Arvada, CO 80003
Website: www.electricalfcu.org

Electrical Federal Credit Union (EFCU) was established in 1953 to serve the financial needs of IBEW Local 68. For almost 60 years they have worked to grow and enhance their organization and expand their financial services to help other labor unions as well as select Denver area groups and businesses. EFCU's asset size is more than \$27 million with about 5,000 members.

The Challenge

EFCU's objectives were twofold. First, they wanted to be able to keep in regular contact with members that did not use them as frequently as their more loyal membership base. Secondly, they wanted a new, more relevant way to communicate with members that did not live within close proximity to their offices.

The Solution

Prior to 2010, EFCU's marketing and communication initiatives did not include email marketing. Their primary tactical marketing efforts focused on in-house signage, direct mail, and face-to-face marketing. In 2010, they purchased both DeepTarget Email and DeepTarget OLB to help them communicate and cross sell cost-effectively to their members 24/7 using contemporary electronic channels, i.e. email and online banking. Both products were selected for their ease of use and integration into their current systems. This was especially important to them given their limited in-house technical resources.

Today, DeepTarget Email allows them to create professional emails without requiring any specialized skills, thus saving them time and money, while accomplishing their member communication objectives.

As mentioned before, they needed a solution to communicate with members that lived some distance from their location. Using DeepTarget Email, a campaign was created describing EFCU's ability to provide specialized financial services for its members and its desire to become their primary financial institution. This was targeted to specific members selected based on their distance from the financial institution.

In one particular instance, an out-of-state member received this email communication. Subsequently, she called the President of EFCU and ended up with a significant new deposit with the financial institution. Previously an inactive member of their institution, she is now an active one. The email served as an effective communiqué and reminder on the benefits of doing business with EFCU.

DeepTarget Email was designed to enable and empower marketing professionals to easily use it themselves, rather than having to deal with cumbersome tools and technology. Therefore, they can focus more on content, i.e. whatever makes successful communication for them - *the right message to the right recipients at the right time* – and let DeepTarget Email handle the rest.