



## Grow Member Relationships with IMN Member Adviser™ - E-Communications for Credit Unions

Credit unions are known for their commitment to members, both retail and small business. But today with increased competition and many of those members visiting branches only occasionally, the challenge of keeping and growing those member relationships has become more complex.

### Build Loyalty - Cross-Sell

IMN Member Adviser is an innovative e-communication solution developed specifically for credit unions that helps to build member loyalty and cross-sell more products.

### Deliver Quality Content - You Don't Have to Write

Member Adviser is the only fully managed e-newsletter service that includes professionally written content designed to inform and engage your members. Great content keeps the attention of members over the long term. When they are ready to buy their next financial product, not only are they better informed, they are more likely to turn to you.

### Lower Costs - Increase Impact

IMN Member Adviser clients who replace their printed newsletters can reduce costs by up to 90%. One IMN client saved \$100,000 dollars in a single year. Another reduced their costs by \$24,000 a year while increasing frequency from three times a year to twelve times a year. With Member Adviser you can consistently deliver a high quality, professionally written e-newsletter on a monthly basis - while significantly reducing your printing costs.

### Reach Retail and Small Business Members

Member Adviser offers monthly e-newsletters with content geared specifically for your retail and small business members. This allows you to communicate effectively and efficiently with both segments of your member base.

### ABOUT IMN

IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communications solutions. IMN enables companies to communicate with their customers through multimedia email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of markets such as financial services, automotive, franchise, direct selling and technology. IMN solutions are sold worldwide directly and through reseller organizations. Founded in 1999 and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally. The company's approach to e-communications has been embraced by community credit unions such as Alta Vista Credit Union and Northwest Community Credit Union. Additional information can be found at [www.memberadviser.com](http://www.memberadviser.com) or by calling 1-877-581-0603.

## Member Communication Made Easy

Every month, Member Adviser sends an e-newsletter to your members and prospects that is packed with professionally written content and is customized with your credit union's branding. Content types include:

- Articles on key credit union products and services
- Financial tips members can use when they face life events
- Engaging lifestyle articles on health, entertainment and travel
- Information for retail members and small business owners

Each month, you can review and customize your e-newsletter using the Member Adviser portal. You can promote your products and the community organizations that you support by adding your own articles and offers.

You also have the option of helping your small business members attract new business by incorporating their special offers into your e-newsletters.

## Multichannel and Multi-Touch

Member Adviser e-newsletters bring together the power of social networking, mobile access and multimedia delivery, helping you engage all member types, including Generation Y.

- With one click, subscribers can easily drive the viral spread of articles and promotions through social media
- Mobile access puts e-newsletters right in the hands of your subscribers
- Video content delivers sights and sounds that make new products come alive

## Buying Signals

Member Adviser reports measure your e-newsletter performance and make it clear which promotions and articles are most popular with your members.

- In-Market reports identify opportunities for cross-sell and up-sell
- Response reports show open rates, total and unique clicks and promotions performance

**Contact us today at 1-877-581-0603 or visit our website:  
www.memberadviser.com**

**THE BOTTOM LINE - MEMBER ADVISER HELPS YOU**

- Communicate efficiently, effectively and in compliance
- Save marketing dollars and achieve a substantial ROI
- Deliver quality content you don't have to write
- Grow member relationships for cross-sell and up-sell
- Connect monthly with small business and retail members
- Use the power of social media
- Reach members on mobile devices
- Help members to go green