

# Member Advantage Mortgage

## General Marketing Assets Campaign Plan

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**MEMBER  
ADVANTAGE  
MORTGAGE**

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Co-branded Facebook cover image, 820 x 340px



Co-branded digital billboard ad, 970 x 250px



Co-branded digital leaderboard ad, 728 x 90px



Co-branded television screen, 3840 x 2160 px



Co-branded medium rectangle ad, 300 x 250px



# Campaign Overview and Purpose

This campaign is designed to help you successfully raise awareness of your mortgage program through Member Advantage Mortgage. This campaign should:

- Be used cohesively to make an impression on the customer
- Be rotated in and out of branch to keep it fresh and eye catching
- Be used to connect the message in branch and online





# Digital Assets and Recommended Timeline

With the purpose outlined above, the following digital assets have been created for your use:

- Banner ads for display advertising
- Facebook cover photos
- In-branch TV screen displays
- Homepage banner options



# Digital Assets and Recommended Timeline

We recommend the following cadence for the use of the materials outlined above:

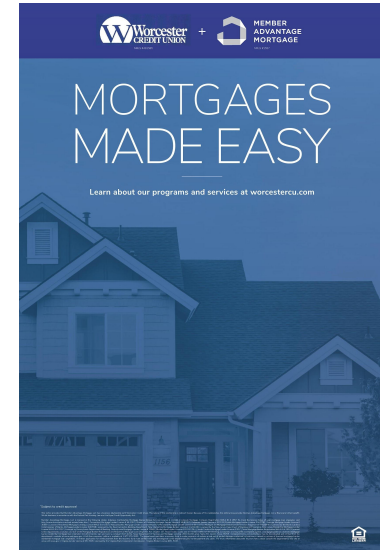
- As a campaign for 2-3 weeks, used in combination with the digital assets.
- Good timing could include:
  - Kick off of spring homebuying season
  - Upcoming Homebuyer Seminars
  - During any mortgage promotions



# Printed Assets and Recommended Timeline

With the purpose outlined above, the following digital assets have been created for your use:

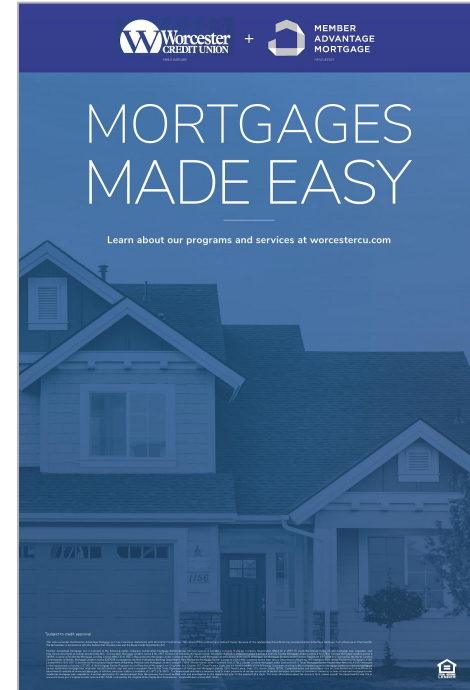
- Large format postcard mailer
- In branch banner
- Large poster
- Small poster



# Printed Assets and Recommended Timeline

We recommend the following cadence for the use of the materials outlined above:

- In conjunction with the digital assets to raise awareness for your mortgage options and products through your partnership with MAM.





# Getting Started

Member Advantage Mortgage is here to make it easy for you to get started. Take the following steps:

1. If you have an internal or external graphic design resource - share the ZIP folder with them for any customizing.
2. If you need our help customizing the assets for your credit union - download the JPGs or PDFs that fit your needs and reach out to us via email at [marketing@memberadvantagemortgage.com](mailto:marketing@memberadvantagemortgage.com) to get the process started.

