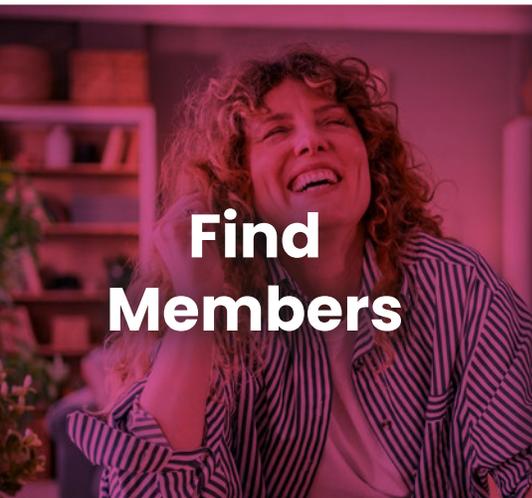


Outsource Marketing for Your Credit Union

Senior strategy, team training, and full implementation to make your credit union faster, smarter, and impossible to ignore.



**Find
Members**



**Sell
Loans**



**Grow Your
Credit Union.**

Why Vibrant? Because you need marketing built just for credit unions.

Vibrant specializes exclusively in credit union marketing, with deep experience supporting institutions under \$750M in assets. We understand how to drive growth while respecting compliance, accessibility, and trust.

Our model is faster and more cost-effective than hiring internally, giving you immediate access to a full content team—strategy, design, copy, web, and digital—without the overhead. Every project includes ADA and SEO expertise, plus AI-assisted creative, analytics, and integrations to improve efficiency and performance. Vibrant is an award-winning agency and a proud New York Credit Union Association affiliate.

Pricing & Monthly Partnerships

Essential



- Core Strategy
- Design & Copy
- Website Updates

\$5,000 / Monthly

Growth



- Everything in Essential
- Campaign Development
- Full Marketing Strategy
- Video & Photo Production
- Website Development
- AI Integration

\$10,000 / Monthly

Advanced



- Everything from Essential and Growth
- Advanced Strategy
- Deep Analytics
- Extensive Research Tools
- Full Creative Team
- Top Strategists

Custom

Add-Ons

Video

Digital Ads

AI chatbot

SEO

ADA monitoring

Services and Process

1

Understand Your Market

We analyze your members, products, and competitive landscape to uncover growth opportunities, refine strategies, and guide smart decisions.



Build a Custom Growth Plan

From membership drives to loan portfolio expansion and mergers, we create a tailored roadmap that aligns with your goals.

2

3

Attract & Engage Members

Targeted campaigns and content raise awareness, bring in new members, and strengthen loyalty through multi-channel marketing.



Grow Loans & Product Adoption

Promotions, email flows, and digital campaigns help increase loan origination and drive uptake of key products.

4

5

Transform Your Digital Presence

Dynamic websites with member-focused tools, supported by our fractional marketing team—delivering campaigns efficiently without in-house overhead.



Our Services

- Brand:** Research, strategy, logos, positioning, campaigns
- Web & Digital:** ADA-compliant SEO websites, CMS, maintenance, mapping
- Marketing & Ads:** Social, email, PPC, OTT, print, remarketing
- Video & Content:** Videos, editing, copywriting, scripts, social content

Product and Location Research

Trade area mapping

Portfolio review & optimization

Actionable growth insights

Market Analysis

Vibrant helps credit unions make smarter growth decisions using data-driven insights. We combine member data with trade area mapping and competitive analysis to uncover opportunities for membership growth, branch optimization, and market expansion.

Competitive Landscape Evaluation

Pricing and feature recommendations

Product Development:

We help credit unions design and optimize loan and deposit products for maximum adoption and revenue. Our process ensures offerings are aligned with member needs and market opportunities.

Insights to increase adoption and engagement



85%

Increase in auto loan applications



555%

Increase in website conversions



25%

Increase in new membership



35%

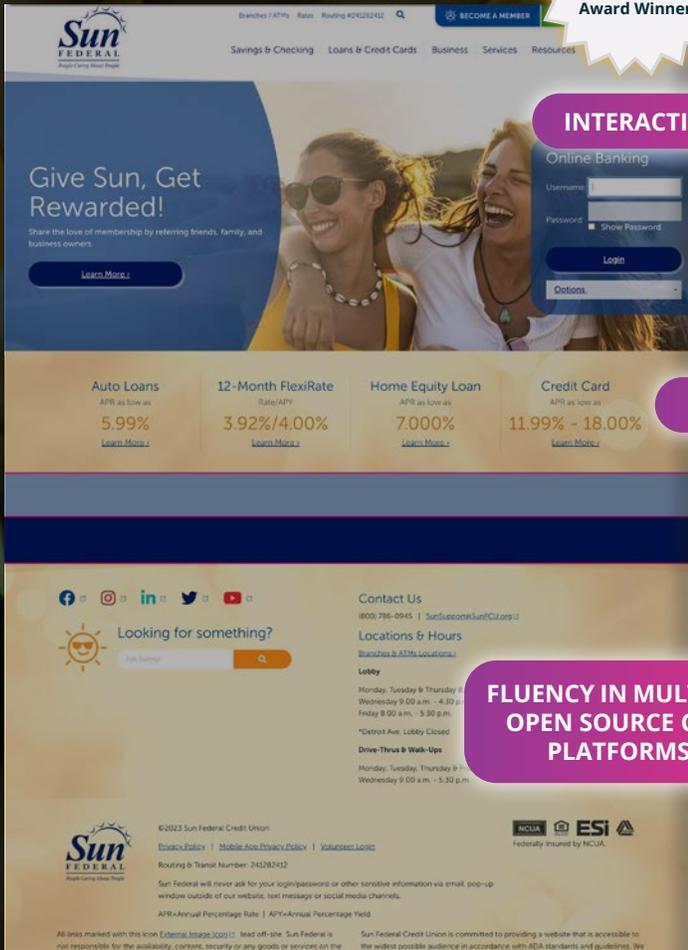
Reduction in marketing cost waste



Modernize Your Website

At Vibrant, we create cutting edge credit union websites by blending clean, accessible design with powerful, AI-driven technology built specifically for today's members. We transform outdated, difficult-to-manage sites into fast, mobile-first platforms that strengthen trust, improve conversions, and make it easier for members to take action—whether applying for a loan, opening an account, or finding the right financial resource. Our team handles everything from compliance and ADA updates to UX design, SEO, and content so your internal staff doesn't have to. The result is a website that looks better, performs better, and works as hard as your credit union does to serve its community.

Before



MODERNIZED LOOK



CLEAR LOGIN

ADA COMPLIANT

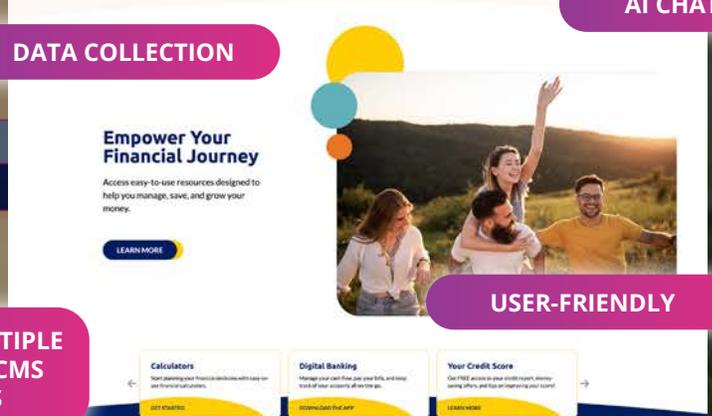


INTERACTIVE CONTENT



AI CHATBOT

DATA COLLECTION



USER-FRIENDLY

FLUENCY IN MULTIPLE OPEN SOURCE CMS PLATFORMS



HOSTING

Upgrading Your Brand

At Vibrant, we help credit unions refresh their branding so it feels current, relevant, and distinctive in a crowded financial marketplace. Whether your identity feels outdated, inconsistent, or no longer reflects who you are today, we guide you through a modern rebrand that elevates trust, sharpens your message, and strengthens member engagement. From refining your mission and voice to updating your visual identity, marketing materials, and digital presence, we ensure your brand tells a powerful, cohesive story—one that attracts new members, energizes your staff, and positions your credit union for the next decade of growth.



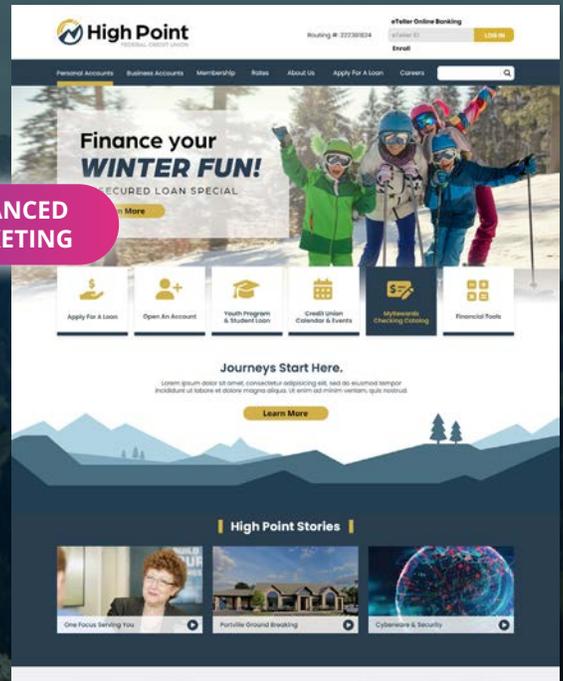
ROCK SOLID
REBRAND PROCESS



Before
After

ENGAGED STAFF
AND MEMBERS

ENHANCED
MARKETING



Our Senior Creative & Strategy Team

At Vibrant Brands, your credit union gets direct access to a top-tier creative, strategy, and research team—people who have spent their careers building high-performing brands in financial services. Our creative directors, designers, writers, and digital strategists collaborate closely with our research and insight group to uncover what drives member behavior, define competitive positioning, and translate complex financial offerings into simple, compelling messaging. Every recommendation we make is rooted in real data, market analysis, and a deep understanding of how modern members choose their financial institutions. This is a full creative department ready to plug into your credit union on day one.



DESIGNERS

WRITERS

PROJECT MANAGERS

CREATIVE DIRECTORS

STRATEGISTS

MARKETING EXPERTS

VIDEO/PHOTOGRAPHERS

WEB DEVELOPERS

Leadership With 25+ Years of Credit Union Growth Experience

“For more than two decades, I’ve helped credit unions modernize their marketing, elevate their branding, and unlock major growth in membership and loan portfolios. My background includes working directly with executive teams, guiding rebrands, building digital marketing systems, launching new products, and helping CUs compete more effectively in markets dominated by big banks and fintech. I bring a proven playbook, a strategic approach, and a long history of results specific to the credit union industry. When partnering with Vibrant, you’re getting a seasoned team—and a leader with 25 years of experience—fully committed to helping your credit union grow stronger, smarter, and faster.”



“

Vibrant finds creative ways to showcase what’s great about our credit union. With their support, we can focus on what we do best—serving our members.”

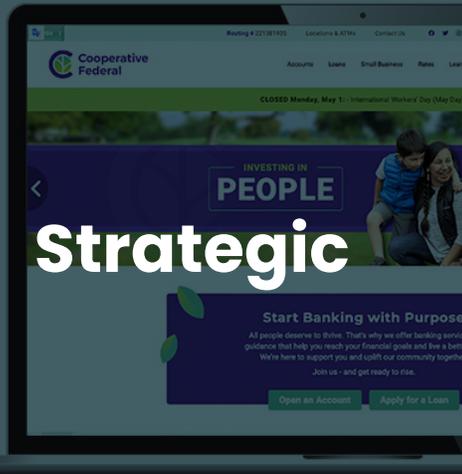
Mark Filbert, President/CEO
NE PA Federal Credit Union

Dedicated

“

Vibrant has helped build our brand through creative marketing and we have grown to provide more services to more members in more areas.”

Keith May, V.P. Marketing, SFCU



Strategic

“

Vibrant has been key to our marketing success—our digital ads are performing so well, we now need an additional underwriter to handle the increased lending volume.”

Jessica Tortorice, VP of Marketing
and Business Development,
First Financial FCU



Creative

“

Vibrant redesigned our brand and website, bringing our story to life with creativity and collaboration.”

Meagan Weatherby,
Development &
Communications Manager,
Cooperative Federal

Responsive



“

Our experience with Vibrant on our new website was excellent. They listened, stayed responsive, and delivered an amazing brand upgrade.”

Christopher A. Pajak,
Chief Operating Officer –
Association Services

CASE STUDY

Ongoing Outsourced Marketing

DIGITAL ADS

CONTENT MARKETING

VIDEO & PHOTOGRAPHY

SOCIAL MEDIA

First Financial Federal Credit Union teamed up with Vibrant Brands to elevate its digital marketing and strengthen connections with members. Vibrant implemented a comprehensive strategy to help increase visibility and deepen engagement across channels.



Digital Growth and Strategy

As a fractional marketing partner, Vibrant became an extension of First Financial's team, managing campaigns, producing member testimonial videos, and driving measurable results like increased conversions and reduced costs. Their member-first approach supported both community connection and overall growth.

1,476% Increased Conversions

85% Decreased Cost Per Click

686% Increased Clicks

81% Decreased Budget Cost



CASE STUDY

A Brighter Way to Bank

BRANDING

WEBSITE DEVELOPMENT

DIGITAL ADVERTISING

VIDEO & PHOTOGRAPHY

Sunmark CU wanted a rebrand that highlighted smart technologies and their personalized member services, and helped their unique personality to shine through. Vibrant helped create a dynamic, optimistic brand identity and provides ongoing creative direction for all of Sunmark's marketing.



A Brand That Fits

Sunmark's modern rebrand has resulted in an increase in membership. The new website is more streamlined and keeps members informed and engaged. In tandem with our ongoing campaigns, Sunmark's refreshed branding and marketing continue to show notable results!

+50K Increase in Monthly Web Traffic

+20K Member Growth

160% Increase in Social Engagement

+2 Credit Union Acquisitions





[VIBRANTBRANDS.COM](https://vibrantbrands.com)

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