

Mobile Marketing

Prepared for CEO Collaboration Workshop
November 4 & 8, 2013

Some examples from our network

MOBILE BANKING ACROSS THE NETWORK CUSTOMER

As mobile banking continues to evolve and become a bigger part of our industry that, how we do it is relevant. Looking to help the growing number of our customers that access our services, we've developed a new approach. And using the power of our network, we've created a new way to help our customers. We've created a new way to help our customers. We've created a new way to help our customers. We've created a new way to help our customers.

EXPLAINING THE PERCENTAGE AND TOP BANKS

The number represents the percentage of our customers who used mobile banking in the last 12 months. The top 10 banks are listed below.

Bank	Percentage
1. All PA - Home Credit	10.0%
2. All PA - Home Credit	10.0%
3. All PA - Home Credit	10.0%
4. All PA - Home Credit	10.0%
5. All PA - Home Credit	10.0%
6. All PA - Home Credit	10.0%
7. All PA - Home Credit	10.0%
8. All PA - Home Credit	10.0%
9. All PA - Home Credit	10.0%
10. All PA - Home Credit	10.0%

HOW WE'RE DOING AS A NETWORK

As a network, we've used our mobile banking channel, whether through our website, through our app, or through our mobile banking app. We've used our mobile banking app to help our customers. We've used our mobile banking app to help our customers. We've used our mobile banking app to help our customers.

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Bank	Mobile Banking	Mobile Banking	Mobile Banking	Mobile Banking
1. All PA - Home Credit	10.0%	10.0%	10.0%	10.0%
2. All PA - Home Credit	10.0%	10.0%	10.0%	10.0%
3. All PA - Home Credit	10.0%	10.0%	10.0%	10.0%
4. All PA - Home Credit	10.0%	10.0%	10.0%	10.0%
5. All PA - Home Credit	10.0%	10.0%	10.0%	10.0%
6. All PA - Home Credit	10.0%	10.0%	10.0%	10.0%
7. All PA - Home Credit	10.0%	10.0%	10.0%	10.0%
8. All PA - Home Credit	10.0%	10.0%	10.0%	10.0%
9. All PA - Home Credit	10.0%	10.0%	10.0%	10.0%
10. All PA - Home Credit	10.0%	10.0%	10.0%	10.0%



Use Your Debit Card* For a chance to win A Google Tablet

*Signature-Based Transactions Only

Your Debit Card is...

- Simple to use and more widely accepted than checks
- Easier to qualify, because you use your own money
- Safe - No need to carry a lot of cash or a checkbook

Every Time You Use your Debit card with a signature you will be entered for a chance to win a tablet from Google.



- Online Banking Login
- Fraud Alerts
- Lost or Stolen Card
- Apply for a Loan
- Shared Branches
- Community Involvement
- Buy or Bid
- Classifieds
- Mobile Bookmark Instructions
- Contact Us
- Call Us: (989) 910-5135

SCHOLARSHIP APPLICATION DEADLINE APPROACHING

NCACU announced recently that Scholarship Applications are now available for members who are working on their college degree or vocational-technical school certificate. NCACU will award scholarship(s) to a member in good standing at least 18 years of age and actively serving through volunteer opportunities.

Part of the mission of NCACU is to provide affordable, high quality, complete financial services to our members and the scholarship is a great way to do that. "As an organization, we value education and community service, so this scholarship is a great way to reward those values in our membership, and when you are paying for college

IF YOU HAD STARTED A CHRISTMAS CLUB...

10/22/2013

If you had started a Christmas Club last November, you would be ready to start your holiday shopping! Christmas Clubs drop to checking accounts at the end of this month! For those that started a Christmas Club account it's an exciting time of year. No stress for holiday shopping! The money is already there! With a Christmas Club you decide how much you want to be able to spend and you put a little away each pay period and come October you are ready to go! Talk to a service member representative to set up your 2014 Christmas Club account today!

WHAT'S NEW

NORTH CENTRAL AREA CU AND NORTHLAND AREA FCU TEAM UP!
- 10/22/13

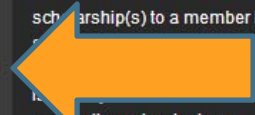
North Central Area Credit Union teamed up with Northland Area Federal Credit Union to "Unite for Good" as part of International Credit Union Day on October 17th.

[Read More](#)

DO YOU KNOW YOUR LIMITS?
- 08/6/13

North Central Area Credit Union maintains spending limits on your Mastercard debit account. These limits are set to protect you in the event of fraud—this prevents the fraudulent emptying of your checking or savings account.

[Read More](#)



Quickly access the NCACU website!

Add an icon to the home screen of your smartphone for one-touch access to your online banking!

Apple iOS

Google Android

add an icon to your homescreen

add a bookmark & add to homescreen

1. Launch Safari
2. Go to www.ncacu.org
3. Press  or 
4. Press Add to Home Screen
5. Type NCACU
6. Press Add

1. Launch the browser
2. Go to www.ncacu.org
3. Press Menu then select Add a Bookmark
4. Type NCACU
5. Press Done
6. Press Menu then select Bookmarks
7. Press and hold bookmark
8. Press Add Shortcut to Homescreen



1 Mobile Banking x

← → ↻ <https://www.service1fcu.com/e-services/mobile-banking> ☆ 🖨️ 🔍 ☰

Online Banking | Financial Calculators | Rates | FAQ | Contact Us | Resources

SERVICE
Federal Credit Union

Member Driven.
Community Focused.

f 🐦 Search... 🔍

It's Me 247
Online Banking

What's New

HOME ABOUT US LOCATIONS MEMBERSHIP LOANS SAVINGS CHECKING YOUTH E-SERVICES


E-SERVICES

- MoneyDesktop
- Mobile Banking
- Easy Pay
- Text Banking
- See/Jump
- eStatements
- Check Viewer

Mobile Banking

It's Me 247 Online Banking on your mobile device browser

If you don't have time to visit us at the branch, visit us from your Smartphone! Log into online banking and click the Go Mobile button to start banking with us from your mobile device!



Keep connected to your finances in the most convenient way – in the palm of your hand! Now available for your banking ease is Mobile Web Banking through It's Me 247 Online Banking. This option is free, easy to use, and secure!

Features of It's Me 247 Mobile Web

- View account balances and details for savings, checking, certificates, loans, and credit cards
- View funds on hold for savings and checking
- View pending authorization for credit cards
- View pending ACH transactions
- View your secure Message Center
- Perform instant transfers between accounts

Security features of Mobile Web Banking

- For added security, remember to use the **'Logout' button** when using Mobile Web Banking. On iPhone or Android devices, the 'Logout' button is on the **Home/Options** screen. It can easily be found by hitting the 'Home' button in the upper right corner at any time.
- If you need to change your password, log on to your secure account in **It's Me 247**. For security purposes, you may not change your password in Mobile Web Banking.
- If you feel like your account has been compromised, contact us immediately. If it is after hours, enter an incorrect password **3 times** to lock your account until you are able to contact us.

First Financial Credit Union x
www.firstfcu.org

Branches & Contact Info



First Financial CREDIT UNION

YouTube Facebook Twitter Yelp RSS

We put you first.

Home Products Rates Resources Membership

It's Me 247 Online Banking Login

We're here to help!
Live Chat

- Student Loans
- Apply for a Loan
- Locate Surcharge-Free ATM
- Reorder Checks
- Vehicles for Sale
- Auto Resources

Available on the App Store
Available on the Android Market



MONEY MISSION
The Financial Literacy Game

EL PODER ES TUYO
ADMINISTRAR TU DINERO

Refer a member to FFCU by November 5th
you'll both be entered **to win a Kindle Fire & \$50 Amazon gift card!**

ask for more details



1 2 3

Credit Union News

Holiday Skip-a-Pay

Our popular Skip-a-Pay program is back for the upcoming Holiday season! Like in previous years, you can give your budget some breathing room by skipping your 2013 November or December loan payments for approved loans. Read on to see how we've made our Skip-a-Pay program even more flexible.

Kangaroo Club Coloring Contest!

It's October and that means it's time for apple cider, pumpkin carving, and our annual [Kirby Kangaroo Club Coloring contest!](#) Any young member or family of an FFCU member under the age of 13 is encouraged to participate! There are two age groups: 0-7 and 8-13. We'll choose a winner from each age who will receive a \$25 gift card to the store of their choice and a runner-up who will receive 2 AMC movie tickets. Please submit all entries to a branch by the end of the day on October 28th.




[Continue reading →](#)

Thanks for Making Noche Latina a Success!

We want to thank all of our members who attended our Noche Latina event on September 19th. We had a great turnout,




 Available for
Download new app for iPhone
➤ Stay connected with us
➤ Cool events
➤ And more!

 Available for
Download new app for android
➤ Stay connected with us
➤ Cool events
➤ And more!

Introducing the newest and most convenient way to keep track of your account and all the other great things going on with AAA



3939 x 280 relax. we're here.



Attend our free seminar

Thursday, November 7, 2013, 5:30 - 7:00 p.m.
The Weber Center, Black Box Theatre

Social Security: More than Meets the Eye

Win one of 5 - \$100 Visa Cards!

Just for using your CCU MasterCard!
relax. we're here.

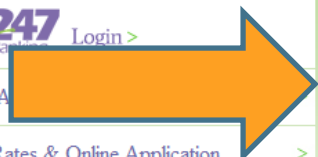


we have them all.
relax. we're here.

2% off

all our current vehicle, recreational vehicle and unsecured loan rates.
and not just for the "most qualified borrowers"!

- It's Me 247 Online Banking Login >
- Apply For A
 - Mortgage Rates & Online Application >
 - Apply For Membership >
 - Order Checks >
 - Privacy Policy >
 - Updated Schedule Of Credit Union Charges >



Mobile Deposit Is Coming!

To allow us to add Mobile Deposit, we've upgraded to a [NEW Mobile App!](#)

Simply [click this link](#) from your mobile device. You'll be automatically connected to our new app on the appropriate app store! You can also search for us directly on the appropriate app store.

Watch for more information about Mobile Deposit, coming soon!

rates as low as **2.99%** 3 year ARM⁽¹⁾

rates as low as **3.15%** 10-year Express Mortgage⁽²⁾

Call Marilyn for all your Business Loan Needs

Home Equity rates as low as **3.75%** APR⁽³⁾

2% off current vehicle and unsecured loan rates⁽⁴⁾





eDeposit

The best kept secret for depositing your checks

Deposit Now

Scan or take a picture. It's that easy.



GO is the place to go for forms, applications, transaction requests and all sorts good stuff. GO takes you to the stuff you need to know and do now.

Tweets Follow @ElementFCU

- Element FCU @ElementFCU 1h
#TrickOrTreat from #ElementFCU ow.ly/i/3AnUo
Show Photo
- Element FCU @ElementFCU 3h
our fearless leader #jester #halloween #inherelement ow.ly/i/3AIYf
- Element FCU @ElementFCU 3h

Tweet to @ElementFCU

Apply for a Loan

Open an Account

About Element

We're not a bank. We're for you. At Element, we're in this together!

In Your Element Blog



Online Banking Login

Convenience Services

- Online Banking & Bill Pay
- Mobile Banking
- eStatements
- A2A Transfers
- Shared Branches & ATMs
- Additional Services

Member Benefits

Resources

Mobile Banking



Today's mobile devices let us talk on the phone, watch movies, and play videogames wherever we are. Why not conduct our important banking tasks? With Meijer CU's free mobile banking service you can check your balance, make account transfers, and even pay bills in a matter of seconds, wherever you are!

Questions

Summary Mobile Banking App Text Banking

Print Share

- Access your accounts from your mobile device
- Available anywhere, any time
- Use a single, secure login
- Safe, convenient, and free
- Check account balances
- Review account activity
- Transfer money between accounts
- Get directions to branches and ATMs
- Use via SMS text messaging, mobile browser, or downloadable app

Several clic



LOOK! It's a Bird...
It's a Plane...

Nope, it's your credit union!

Rest assured we're taking care of you.

Ask us how we're taking steps, every day, to protect you.

It's Me 247
Online Banking



- Consumer Loan Application
- Mortgage Loan Application
- Become a Member
- Fraud Prevention
- Contact SACFCU
- Credit Card Application

SACFCU Mobile App

Access your accounts from anywhere* with the SACFCU mobile app! Check your balance, transfer funds, and more! Available for iPhone and Android devices.



*Requires an active data plan and data coverage. Contact your wireless carrier for details and coverage limitations.

Credit Union Auto Club

Discover Affordable Worry-free Driving with Credit Union Auto Club. San Antonio Citizens now offers Credit Union Auto Club, a roadside assistance program created exclusively for credit union members and provides unparalleled service and unprecedented value.

[Continue reading >](#)

**Some examples
from the other guys**

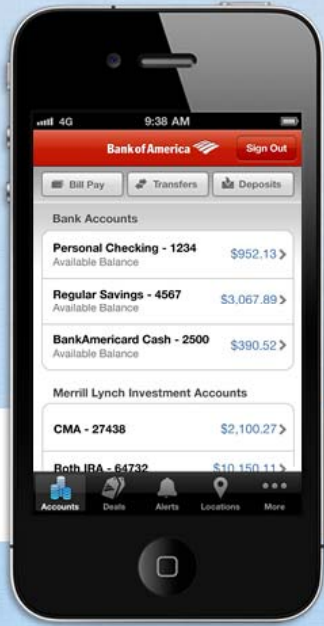


- Overview
- Choose Your Phone
- Choose Your Tablet
- Understanding Mobile Basics

Mobile Banking from Bank of America

Life is mobile.
So is your bank.

Get the app



iPhone

See everything you can do on your iPhone® »

iPad

See everything you can do on your iPad® »

- Windows
- Kindle Fire
- Apple
- Android
- Other Phones

Click this ribbon to select your



Secure transactions

Bank of America Mobile Banking safely accesses your accounts wherever your mobile device connects. We deliver Mobile Banking encrypted



Making the most of mobile

Bank on your schedule: access your Bank of America accounts right from your mobile device. Deposit a check, pay bills, transfer money and

Mobile your way

No smartphone? No problem. We have Mobile Banking solutions for other phones.



Personal Finance

- ▶ Checking
- ▶ Online & Mobile Banking
- ▶ Savings
- ▶ Mortgages, Loans & Lines of Credit
- ▶ Credit Cards
- ▶ Retirement, Investments & Wealth
- ▶ Account Services



Online Banking Demo

Experience Online Banking with our interactive demo. [more ▶](#)



Online Banking & Bill Pay Guarantee

Your payments are guaranteed to be paid as scheduled. [more ▶](#)



PNC Security Assurance

We are committed to protecting the security and confidentiality of your information. [more ▶](#)



Bank on the go

Home > Personal > Online Money Management >

Mobile Banking

Take your account with you wherever you go

Enjoy the convenience of Online Banking right from your mobile device with PNC Mobile Banking for FREE¹. PNC offers a number of mobile options, including a PNC Mobile App, PNC Mobile Web, Text Banking and Mobile Deposit.

Text Banking



Your account information is never more than a text away with PNC Text Banking. Simply text one of the commands, like "BAL" to the short code 762265 (or "PNCBANK" on a traditional keypad) and your account will text you back.

Mobile Web



Enjoy many of the time saving features of Online Banking, for free, right from your mobile device. Check balances, make one-time bill payments, transfer funds*, locate the nearest branch or ATM and more.

Mobile App



Smartphone owners can stay connected while on the go with our free Mobile App. Deposit a check, check balances, make one-time bill payments and more.

Virtual Wallet customers can get the unique features of Virtual Wallet with our Virtual Wallet Mobile Apps.

Mobile Deposit



Making a deposit is as easy as snapping a picture on your mobile device. Using the PNC Mobile App on supported devices, you can deposit checks to your accounts. PNC Mobile Deposit is safe, secure, and free.

To get started, look for the "Deposit" menu item on your PNC Mobile App.

Text Banking

Mobile Web

Mobile App

To use Mobile Banking, you must be enrolled in



Chase Mobile® Banking

Chase Ranked #1 Globally For Mobile Banking Functionality

— 2013 Global Mobile Banking Functionality Rankings, Forrester Research, Inc., April 2013

Chase Mobile Banking

Compare Mobile Banking Options



The power of Chase in the palm of your hand

Whether you prefer text banking, your phone's mobile browser, or one of the award-winning Chase Mobile® Apps, you have the freedom to bank virtually anywhere, anytime. And Chase Mobile is FREE.³

Mobile Banking Options

Mobile Apps For those who prefer mobile apps

Features	Mobile Apps For those who prefer mobile apps	Mobile Website For those who prefer mobile internet	Text Banking For those with text-plans only
FREE ³	✓	✓	✓
Covered by our Online and Mobile Banking Guarantee	✓	✓	✓ For transfers in response to an Instant Action Alert SM
View banking and credit card balances	✓	✓	✓
View banking and credit card transaction history	✓	✓	✓
Transfer between eligible Chase and other bank accounts	✓	✓	✓ In response to an Instant Action Alert SM
Pay Bills ⁴ (with our Online, On-Time Guarantee)	✓	✓	—
Find the closest ATM or branch	✓	✓	—
Send and receive money with Chase QuickPay ^{SM2}	✓	✓	—
Make a deposit with Chase QuickDeposit ^{SM1}	✓	—	—
	View demo	View demo	View demo