



# CHATTER YAK!

CHATTERYAK.COM 920.236.7056



## Consulting

Our consulting process is guaranteed to help you and the leaders within your organization identify the areas of your business that you can capitalize on and those that might need a little more attention.

Our consulting services range from Culture, Marketing, SEG and Sales Training to Social Media. Our consultants will walk you and your team through our process and give you the action steps you need to move your credit union forward.



## Training & Social Media Chats

Anyone can start a social media campaign, but building a social community is not easy work. Our clients who have gone through our customized social media training program have gone on to experience staggering results.

We'll cover topics ranging from: Best Practices, Branding, Crisis Management, Compliance, Analytics, Advertising and more.

If you feel overwhelmed by all of the emerging digital and social trends, we can provide clarity. Our Social Media Chats webinar series brings the latest social media marketing news directly to you.



## YAK TRACKER

Yak Tracker is the easiest way for you to turn your Facebook likes and Twitter followers into new members and new loans. Our one-of-a-kind contest application will help your credit union easily identify loan and checking account leads through our time-tested process. Yak Tracker will help you grow your social media presence while adding consumer loans to your credit union's portfolio.



FACEBOOK.COM/CHATTERYAK



TWITTER.COM/CHATTERYAK



Randy Karnes

CEO



GRAND RAPIDS, MI

"Nothing is more important to CU\*Answers than a healthy exchange of ideas between our stakeholders. For this reason, we are happy to provide a subsidy to any network credit union or partner so that they may participate in Chatter Yak!'s Social Media Chats. Chatter Yak! has already proven to help jump start our network's investment and involvement in social media."



Linda Bodie

CHARLESTON, WV



CHIEF + INNOVATOR

"I don't know about you, but I can barely keep up with normal credit union business. Social media changes every second. Chatter Yak! is a proven leader and authority on credit union social media issues. I know it's crazy, right? We have regulations on simply talking to people? Give me a break! But seriously, Chatter Yak! keeps us out of trouble (compliance-wise) and helps us with everything-social-media. Social Media Chats is an awesome new offering to keep us in the loop and on track to be compliant AND fun and engaging! What more could you ask for?"



Chris Butler

CEO



LACROSSE, WI

"Working with Chatter Yak! has shown us just how effective a tool social media can be for credit unions. As with all new marketing channels, the question always comes down to return on investment, and we now see that a strong Facebook presence can have a real effect on the bottom line."



Scott McFarland  
CEO  
HONOR  
CREDIT UNION  
St. Joseph, MI

"Credit Union collaboration is a powerful thing, and Chatter Yak! Social Media Chats are a great example of this. Honor Credit Union has been participating in Social Media Chats for the last six months and has benefited from the insight and brainstorming these sessions provide. Honor also implemented Yak Tracker to run contests on social media this past spring. This is giving the team a chance to reach out in new ways to attract new business. The overall goal is to use Yak Tracker to turn "likes" into "leads" so we can provide solutions for financial success to even more consumers."



Donald J. Mills  
CEO  
Alpena  
Alcona  
Area  
Credit Union  
Alpena, MI

"Our investment with Chatter Yak! was affordable and has returned some immediate dividends, but most importantly, it has opened up our eyes to the fact that we must advertise via this channel to ensure our member value proposition is in front of this ever growing segment of our membership... I am definitely pleased with the results we have seen since partnering with Chatter Yak! at the beginning of this year."



Vickie Schmitzer  
CEO  
Frankenmuth  
Credit Union  
Frankenmuth, MI

"Chatter Yak! has helped our Facebook page successfully market our products to our online community. Using Facebook contests and Chatter Yak!'s social media know-how has significantly grown our online presence "