

BOOSTER PAGE CONCEPTS

Launch your credit union's internet retailing initiatives.

Let your members take action with these simple pre-built pages.



Fixed Rate Mortgages

15 Year Fixed	30 Year Fixed
APR: 3.75%*	APR: 4.35%*
GET YOUR NEW HOME	Explore More Rates

Adjustable Rate Mortgages

3 Year ARM	5 Year ARM
APR: 1.75%*	APR: 2.25%*
GET YOUR NEW HOME	Explore More Rates

New Car Loans

48 Months	60 Months
APR: 2.75%*	APR: 3.35%*
GET YOUR NEW CAR	Explore More Rates

Used Car Loans

48 Months	60 Months
APR: 3.75%*	APR: 4.35%*
GET YOUR NEW CAR	Explore More Rates

Ready To Use Internet Retailing

The CU*Answers Marketing team researched the top 50 credit unions (based on membership size) websites. This research entailed content, design, and functionality.

We learned that many of the credit unions had similar content sections such as member testimonials and research assistance. The team also looked at general best practices articles for Landing Pages and current web development trends. We considered large internet retailers, but the diverse product selection is not the intent of Booster Pages.

Booster Pages are focused on a specific product, laser focused, trying multiple sales techniques to build on each other and hopefully one of those techniques entices the visitor to click the call to action and convert the sale.



More Details Inside

BOOSTER PAGE CONCEPTS

Automobile Loan Booster Page

Interchangeable colors/logo

Responsive design for mobile, tablet, desktop

At least 10 apply buttons on page

Design cues and ideas taken from the largest 50 credit unions

Success credit union

Feel Good Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec et condimentum nulla. Nulla facilis. Nam a velit et enim dictum pharetra et eu justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae.

Introduction Headline Goes Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec et condimentum nulla. Nulla facilis. Nam a velit et enim dictum pharetra et eu justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae. Vivamus laoreet sed enim suscipit, tempus nulla eu, congue massa. Sed vestibulum massa in arcu consequat, tempus nulla eu, congue massa. Sed vestibulum massa in arcu consequat, tempus nulla eu, congue massa.

Featured Rates
New
4.25% - 36-60 Months
2.99% - 60-84 Months
Used
2.25% - 36-60 Months
3.99% - 60-84 Months

Types of Auto Loans
New Car Loans
Used Car Loans
Refinance
Boat & RV Loans

Auto Loan Product Rating
4.6/5 Average Rating
John Doe, Memberville, US

Get Pre-Approved Headline Area
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec et condimentum nulla. Nulla facilis. Nam a velit et enim dictum pharetra et eu justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae. Vivamus laoreet sed enim suscipit, tempus nulla eu, congue massa. Sed vestibulum massa in arcu consequat, tempus nulla eu, congue massa.

Loan Calculator
How Much Can I Afford?
FIND OUT HOW MUCH YOU CAN AFFORD

Research Before You Buy
How Much Should I Pay?
Is This Car Safe?
How is the Fuel Economy?

Apply Now
GET PRE-APPROVED APPLY FOR A LOAN
Want to Talk to Someone Fast?
CALL 122-456-7890

New Car Rates
24 Months 36 Months 48 Months 60 Months 66 Months 72 Months 84 Months
2.75%* 3.00%* 3.25%* 3.50%* 3.75%* 4.00%* 4.25%*

Used Car Rates
24 Months 36 Months 48 Months 60 Months 66 Months 72 Months 84 Months
2.75%* 3.00%* 3.25%* 3.50%* 3.75%* 4.00%* 4.25%*

NOUA
10 factors of ultrices posuere cubilia Curae. Vivamus laoreet sed enim suscipit, tempus nulla eu, congue massa. Sed vestibulum massa in arcu consequat, tempus nulla eu, congue massa.

Feature Banner

Introduce the look and feel of the page and give the visitor the vibe and experience of coming to do their auto loan shopping. Overlay is limited to a brief message and should direct quick action to apply.

Intro Text

Welcome message to set the tone for what we're selling. This is important for SEO and page rankings. Add extra quick links in text format for reassurance of helpfulness.

Featured Rates

Most popular rates with call-to-action buttons to deep dive into rates

Loan Types

Bright colorful icons introduced to draw eye and get visitor to take an action on which type of loan they're looking for. Quick and easy apply now buttons immediately after the descriptions.

Testimonials (Maybe?)

These will be reviewed and placed on the site by the credit union.

Pre-Approval

Another important SEO element and allows the member to take action even if they aren't ready to purchase yet.

Tools

Helpful tools to make the visitor feel the cu is invested in working with the member to make a purchase.

Call-To-Action Area

Bright and prominent area to get member to take action and apply for a loan. Phone assistance given for members uncomfortable with online applications.

Rates Deep-Dive

Lots of rates given to give the visitor the experience of choice and selection.

BOOSTER PAGE CONCEPTS

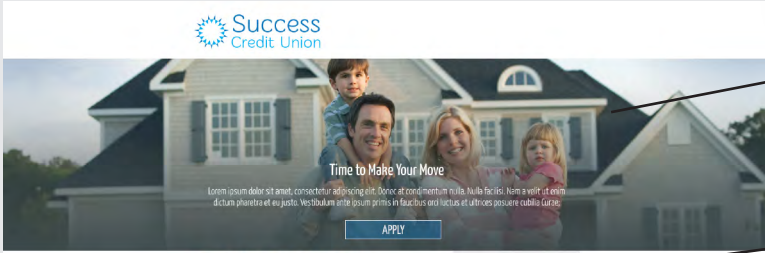
Home Loan Booster Page

Interchangeable colors/logo

Responsive design for mobile, tablet, desktop

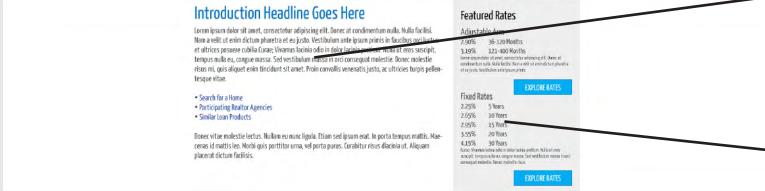
At least 10 apply buttons on page

Design cues and ideas taken from the largest 50 credit unions



Feature Banner

Introduce the look and feel of the page and give the visitor the vibe and experience of coming to do their home loan shopping. Overlay is limited to a brief message and should direct quick action to apply.



Intro Text

Welcome message to set the tone for what we're selling. This is important for SEO and page rankings. Add extra quick links in text format for reassurance of helpfulness.

Featured Rates

Most popular rates with buttons to jump down to deep dive into rates



Pre-Approval

Another important SEO element and allows the member to take action even if they aren't ready to purchase yet.



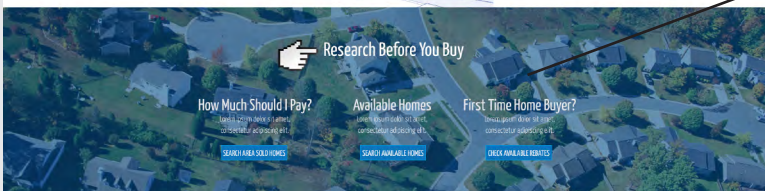
Loan Types

Bright colorful icons introduced to draw eye and get visitor to take an action on which type of loan they're looking for. Quick and easy apply now call-to-action buttons immediately after the descriptions.



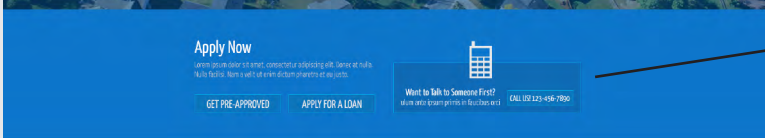
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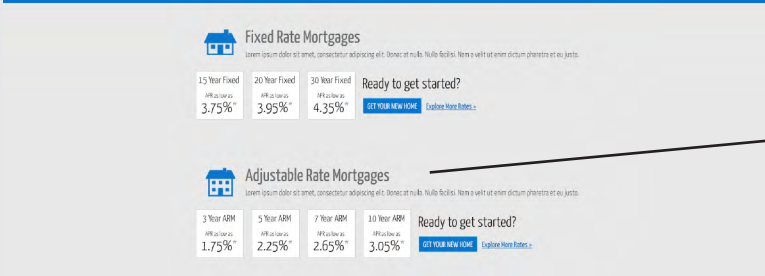
Tools

Helpful tools to make the visitor feel the cu is invested in working with the member to make a purchase.



Call-To-Action Area

Bright and prominent area to get member to take action and apply for a loan. Phone assistance given for members uncomfortable with online applications.



Rates Deep-Dive

Lots of rates given to give the visitor the experience of choice and selection.



One More Time (Maybe?)

Give the user one last chance to find another home loan type.

BOOSTER PAGE CONCEPTS



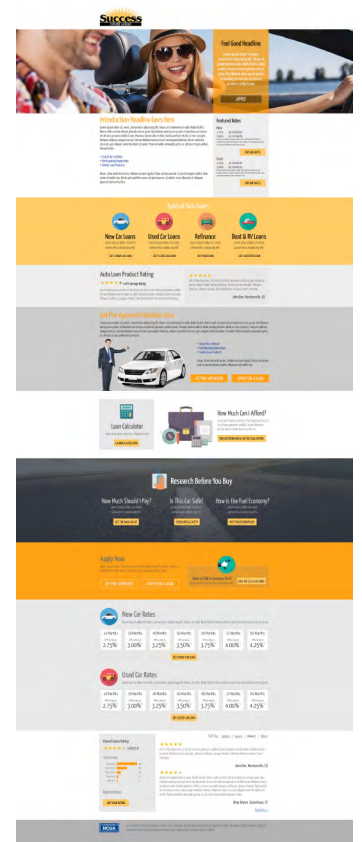
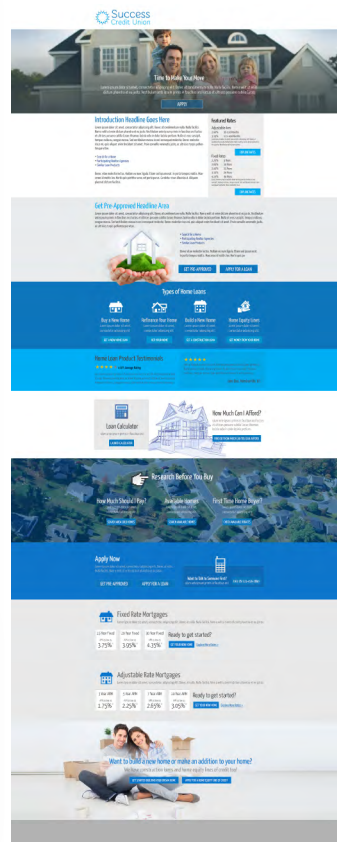
Coming Later This Year!

Look for more details coming to be announced later this year.

CU*Answers will be rolling out pages and features through the Internet Retailing Support Center (IRSC).

The implementation is still to be determined.

Which lure is going to catch the fish? More like a Kickstarter page or a Google Product specific page that emphasizes a single product.



Have A Question?

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