



**Presented For: NASCUS Executive Forum
May 23, 2017**

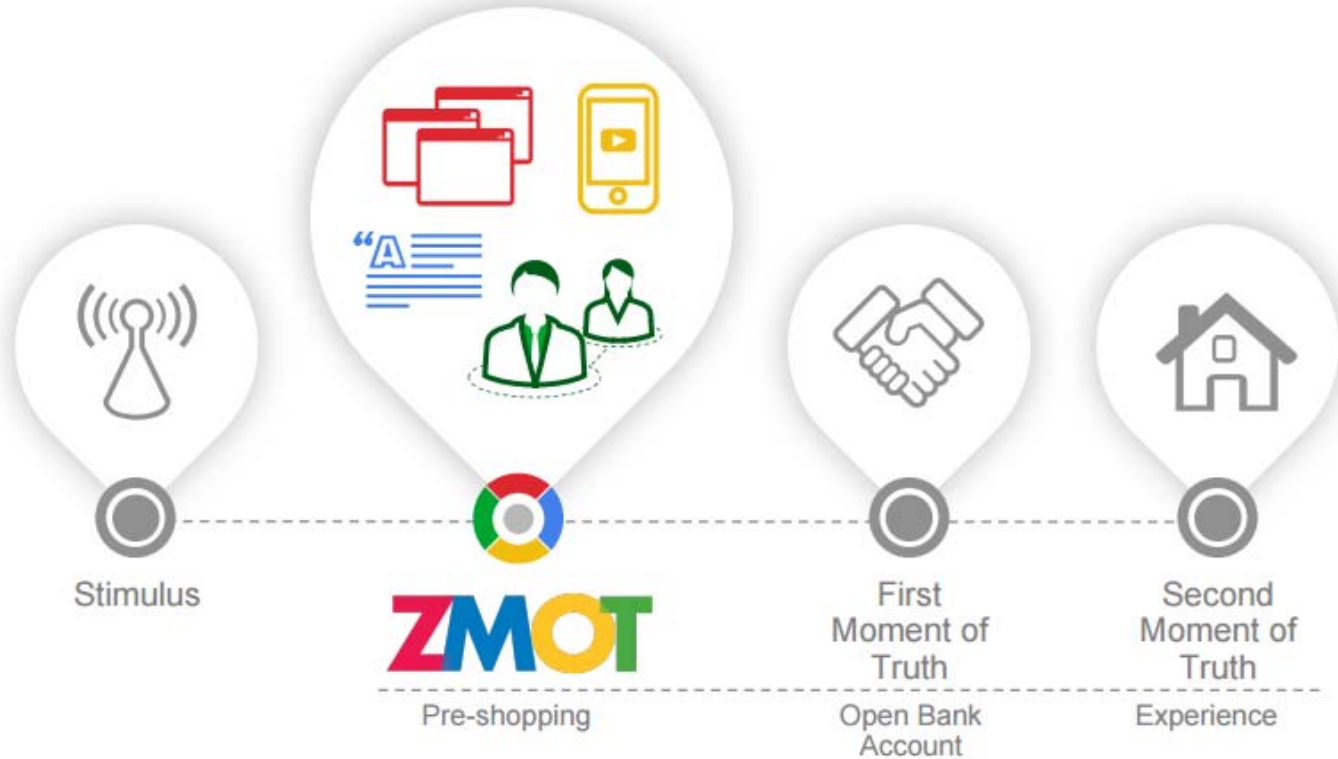
**Presented by: Mina Worthington, CEO
Solarity Credit Union**





SOLARITY
CREDIT UNION

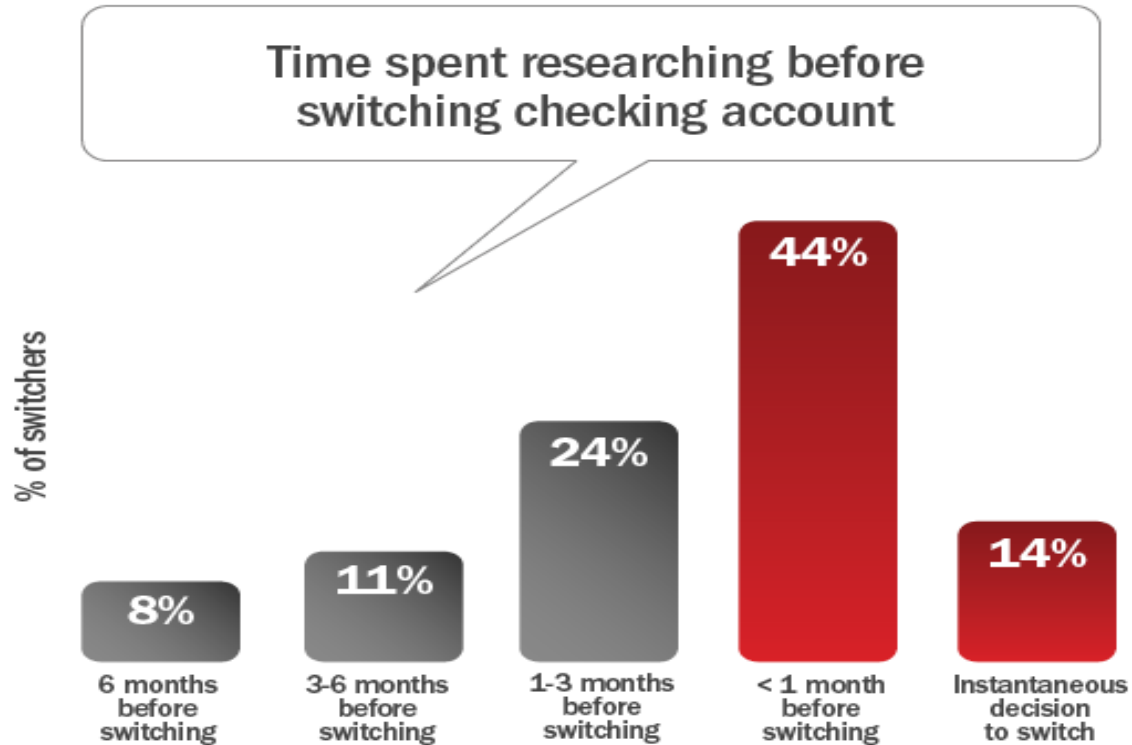
Shopping Circa 2017



Strategic Shift

Your credit union is a digital marketing and technology company that offers financial services.

The “Always On” Brand



For Consideration

- Digital makes marketing a science; you can measure results better than ever before.
- In short order, digital will be your primary source of member acquisition.

For Consideration

- Your brand value must be clear and web content relevant to your target audience.
- Closely align marketing budgets with the strategic direction of your credit union.