

KELLY TRAVIS

SENIOR MARKETING PROFESSIONAL

STUDENT CHECKING ACCOUNT GROWTH CAMPAIGN



midflorida_creditunion Know what's convenient AF (and free)? Your very own debit card with an Absolutely Free Student Checking account!

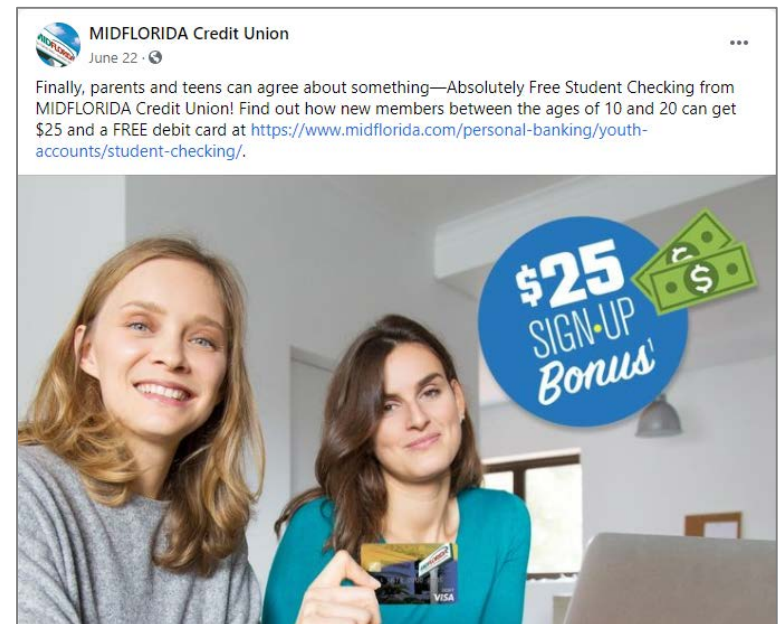


midflorida_creditunion Introducing Bonus Bucks! We'll give you \$1 just for making 20 debit card purchases of \$5 or more. Now available, exclusively for members with an Absolutely Free Student Checking account. Check out the #LinkInBio for all the details.



midflorida_creditunion How would you like \$25 and your very own debit card? If you're between 10 and 20, you can get just that with a new Absolutely Free Student Checking account! See the #LinkInProfile for all the info.

INSTAGRAM posts featured lifestyle photography and conversational copy geared toward teenagers, while **FACEBOOK** content targeted parents.



MIDFLORIDA Goes to College - a banking guide for new college students



The Absolutely Free Student Checking Account is all about giving you more freedom—your way. So, we think it's only natural that you should keep banking your way, no matter where life takes you after high school. Check out these tips for making the most of your MIDFLORIDA checking account while you're living away from your home branch.

<https://www.midflorida.com/blog/insights/may-2019/midflorida-goes-to-college/>

FREE Teen Checking Accounts



MIDFLORIDA's free teen checking accounts make managing money easy and come with loads of perks, too!

<https://www.midflorida.com/blog/insights/september-2018/free-teen-checking-accounts/>

Why Your Teen Needs a Checking Account

If you have a teenager hounding you for their own checking account, you've already heard all the ways it would make their life easier. But what's in it for you? As it turns out, a lot!



For many teens, having their own checking account is less about making their parents' lives easier, and more about their personal freedom. But MIDFLORIDA's Absolutely Free Student Checking Accounts have features that benefit both the teen *and* the parent!

<https://www.midflorida.com/blog/insights/november-2018/why-your-teen-needs-a-checking-account/>

**BLOG
ARTICLES**
provided financial advice to Gen Z, persuaded parents to pull the trigger, and gave new teen checking customers tips for making the most of their new account.

IN A SPAN OF SIX MONTHS...

Help Your Teen Learn
LIFE LESSONS
FREE of Consequences

MIDFLORIDA
Your community credit union

OPEN ONLINE

FREE debit card
FREE mobile wallet
FREE rewards
NO minimum balance or fees

\$25
SIGN-UP
BONUS

MIDFLORIDA
Your community credit union

OPEN ONLINE

PAID SEARCH

drew 3,000 high-intent visitors to our site.

DISPLAY ADS

generated 8.7M impressions and 53K visits—a CTR that beats industry benchmarks.

MIDFLORIDA
Your community credit union

ABSOLUTELY
FREE Student Checking

YOUTUBE PRE-ROLL

earned 803,000 impressions with a 26% view rate!

Check out the video at

https://youtu.be/QDzcT_NFeLQ

From Instagram accounts to checking accounts 🏠

If you're the parent of a teen, you probably have **college on the brain**. Which school your child should choose, whether they'll need to take out loans, *how you'll handle it if they come home with a nose ring + tell you they've switched their major to 20th-century postmodern theatre...*

While we can't help much with any of those dilemmas, we do have some advice for getting your teen set up with their **first checking account** courtesy of **MIDFLORIDA Credit Union**, who provides flexible options for college-bound kids, from easy access to rewards to online tools.

Here's a simple **word bank**:

- **ATMs** – Your teen can withdraw funds **without a fee** at any **MIDFLORIDA ATM** as well as at any **Publix Presto!** *while they're buying groceries.*
- **Branch access** – MIDFLORIDA participates in **CO-OP Financial Services Shared Branching**, meaning your teen can access their account at 5,000+ credit union branches nationwide.
- **Cash** – After your teen makes five purchases with their student checking account, they'll receive **\$25 cash**. (*Hint: Maybe transfer this over to a student **savings account**? Just sayin'!*)
- **Debit cards** – After 20 uses of their debit card (for purchases of \$5+), your teen will receive one dollar automatically. *That adds up.*



LALtoday with MIDFLORIDA Credit Union.

Paid Partnership · 🌐



Setting up your college-bound teen with a checking account can seem stressful, but it doesn't have to be. We broke down some of **MIDFLORIDA Credit Union's** flexible options to ease your mind + get your teen on their way to responsible spending. 🌱



LAL.TODAY.6AMCITY.COM

Why your college-bound teen should start a checking account with MIDFLORIDA Credit Union

PAID PARTNER CONTENT

provided an SEO boost in the form of an authoritative backlink.

It also generated product awareness in a geographic area with high adult customer saturation and excellent brand recognition, making this audience easier to convert.

Thanks to this initiative, 10,500 readers viewed our article and 200 visited our site.

Community events educated teens and their parents about the importance of early financial literacy.

EVENT PROMOTION

occurred on Instagram and Snapchat and through community partners. Parents saw ads on Facebook, in select newspapers, and in targeted display ads within online banking.

ABSOLUTELY **FREE** Student Checking 😊
TEEN TAKEOVER
AT MIDFLORIDA

WIN 🎮 EAT 🍕 GET! 💰

\$25 SIGN-UP BONUS | **FREE** Food | **FREE** Games
FREE Door Prizes & Giveaways

FIND AN EVENT NEAR YOU!

TEEN TAKEOVER this Saturday!
FREE pizza and drinks
- Door prizes - Giveaways | April 6 • 1 pm to 3 pm
2903 James L. Redman Parkway

ABSOLUTELY **FREE** Student Checking 😊

NO fees | **NO** minimum balance | **FREE** debit card

Financial freedom for them.

\$25 SIGN-UP BONUS!

Ultimate convenience for you.

MIDFLORIDA
Your community credit union
www.midflorida.com f t @

(863) 688-3733
Toll Free (866) 913-3733
Insured by NCUA.

FREE
DEBIT CARD

FANTASTIC PLASTIC

NO MONEY?
NO PROBLEMS!

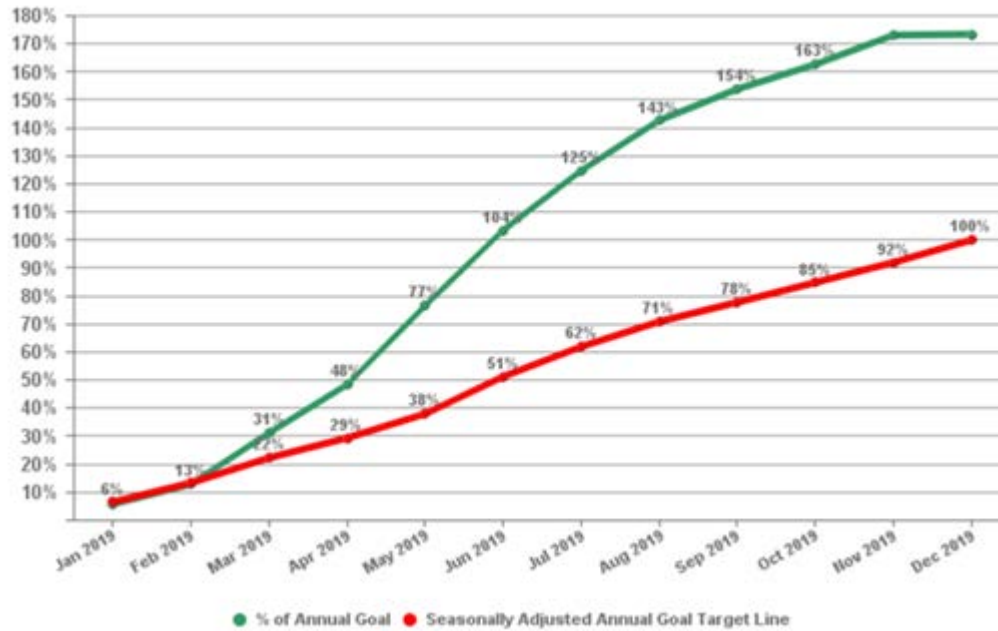
😊 **NO MINIMUM BALANCE**

SQUAD GOALS 😍

GET \$25 WHEN A FRIEND JOINS!
*Up to \$250.

During the events, branch video walls displayed engaging graphics and conversational copy. This content was leveraged for use on social media!

Goal Target and Trend Lines



By the end of the year, teen checking accounts grew by 22%, totaling **\$1.2M in deposits!**

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