

MP Marketing Plan

We use your internal planning analysis or the MP Strategic Plan we developed for you to identify the marketing elements you'll need to achieve your membership, loan, and service goals.

Your plan will outline the completed marketing plan details, the necessary campaigns, promotions and programs, and includes an itemized budget and implementation calendar.

MP OnTracSM Marketing Management

Once your plan is completed, the MP OnTracSM marketing management system makes it easy to monitor every project. From any computer with Internet access you can check your marketing calendar, review proofs, access previous projects, calculate ROI, and communicate with your MP consultant and our Client Solutions Team. You can also manage the marketing you do elsewhere by simply entering the projects into your MP OnTracSM calendar.

Although your comprehensive MP Marketing Plan includes project start and due dates, it is designed to be flexible. Marketing elements can be added, changed or deleted based on future changes in the marketplace or your credit union's needs.

Call to learn more about how we can help you maximize your marketing investment with a comprehensive MP Marketing Plan.

1-888-641-1215

Online: www.marketingpartners.com



A collage of four overlapping document pages from a marketing plan. The top-left page is titled "Budget Breakdown" and shows a table with columns for "Budget", "Actual", and "Variance". The top-right page is titled "Financial Performance Data 2004-2005" and contains a table with columns for "Line Item", "2004", "2005", and "2006". The bottom-left page is titled "Membership By Age Analysis" and features a table with columns for "Age Group", "2004", "2005", and "2006". The bottom-right page is the cover of the "ABC Federal Credit Union 2006 Marketing Plan", dated October 26, 2005, and features a large graphic of a stylized arrow pointing upwards and to the right.