

*The Berenstain Bears*<sup>®</sup>  
Financial Literacy Program

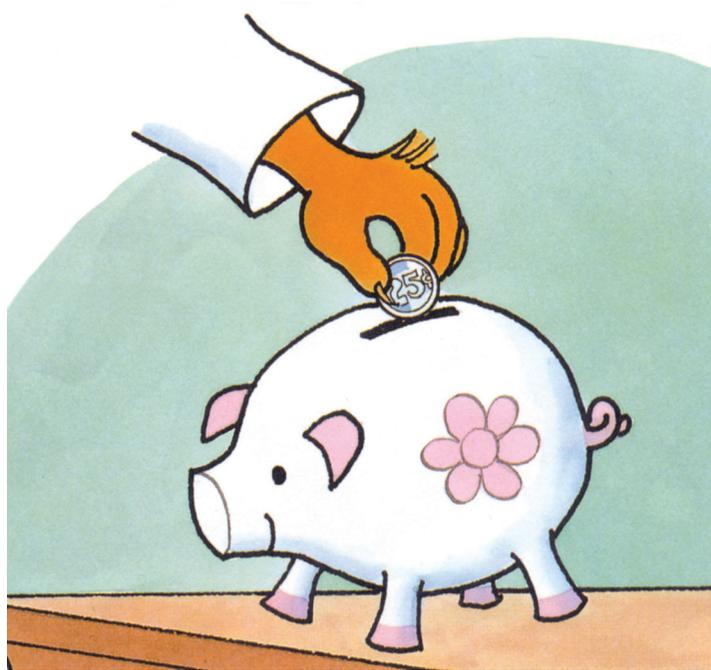
# SAMPLE

## DIGITAL MARKETING PLAN

© CREDIT UNION NETWORK FOR FINANCIAL LITERACY



Credit Union Network  
for Financial Literacy



This sample digital marketing plan, provided by Credit Union Network for Financial Literacy (CUNFL), is designed to guide credit union marketing professionals in effectively promoting **The Berenstain Bears Financial Literacy Cub Club** and the associated Cub Club initiative.

As financial literacy becomes increasingly important for young savers, the Cub Club offers a unique opportunity to engage families and foster a love for saving through fun, educational resources and the well-known The Berenstain Bears brand. This plan outlines a variety of strategies and tactics that credit unions can adopt or adapt to suit their specific needs and objectives. Whether you choose to implement one or several of these ideas, our goal is to empower your credit union to successfully market the Cub Club and inspire the next generation of financially savvy individuals.

This marketing plan and the accompanying documents may not be used without the expressed written consent of Credit Union Network for Financial Literacy.

Marketing plan ©2024 Credit Union Network for Financial Literacy, Characters ©2024 Berenstain Enterprises, Inc.



## Objectives:

To attract new members, increase deposits, and lower the average age of members by promoting the **Berenstain Bears Financial Literacy Cub Club**, specifically targeting families with children.

This plan serves a template for digital marketing of the program at your credit union. Customize the plan for your credit union's needs and metrics.

## Target Audience:

- **Primary:** Parents with children aged 3–12
- **Secondary:** Grandparents and guardians interested in financial education for children

## Key Messages:

- 1. Empowering Young Savers:** Teach kids essential money management skills (*Save, Share, Spend, Earn*) through a fun and engaging program.
- 2. Exclusive Benefits:**
  - Kids receive a free copy of *The Berenstain Bears Visit the Credit Union*.
  - Matching deposits of \$10 at account opening and during birthday months.
  - No minimum balance requirements and promotional APY
- 3. For Families:** A program that's fun, educational, and builds a habit of saving.
- 4. Credit Union Advantage:** Joining a credit union means lower fees, higher savings rates, and community impact.

# Marketing Channels & Strategies

## 1. Social Media Marketing

- **Platforms:** Facebook, Instagram, YouTube, TikTok
- **Strategies:**
  - **Engaging Content:** Create colorful, family-friendly posts featuring the Berenstain Bears.
    - » Short videos/reels of Bear-themed financial tips for kids.
    - » Carousel posts showcasing program benefits
  - **Interactive Campaigns:**
    - » “Meet the Cubs” Q&A sessions with credit union educators.
    - » Polls or quizzes about financial literacy.
  - **Influencer Partnership:** Collaborate with parent bloggers and family-oriented influencers.
  - **Ads:**
    - » Run targeted ads promoting Cub Account benefits and *The Berenstain Bears Visit the Credit Union* giveaway.

## 2. Email Marketing

- **Target:** Existing members and local community members
- **Content:**
  - Announcements of Cub Club benefits and promotions.
  - Monthly Bear Cents newsletters with savings tips for kids and families.
  - Highlight success stories from Cub Club families.
  - Birthday month emails for Cub Account holders



### 3. Website Landing Page

- Create a dedicated **Cub Club Page** featuring:
  - Program overview and benefits
  - Engaging visuals of the Berenstain Bears
  - “Join Now” button leading to an easy account opening process
  - FAQ section answering parents’ questions
  - Embedded activities for kids
  - Link landing page to [www.cubclubonline.com](http://www.cubclubonline.com)



### 4. Community Partnerships

- **Partner with local schools and libraries to:**
  - Host reading events featuring *The Berenstain Bears Visit the Credit Union*
  - Conduct financial literacy workshops for parents and kids
  - Use branded materials and giveaways to create awareness

### 5. Digital Events and Webinars

- Host virtual financial literacy sessions for parents and kids
- **Themes:** “Teaching Kids to Save”, “Smart Spending Habits for Families”
- Offer free resources or downloadable activity kits featuring the Bears

### 6. Paid Advertising

- **Google Ads**
  - Local search campaigns targeting “best kids savings account” or “financial literacy programs for kids”
  - Geo-target ads within the credit union’s service area
- **Facebook and Instagram Ads:**
  - Promote posts with visuals of families and Cub Club perks
  - Focus on new account offers and matching deposits



# Budget Allocation

CHANNEL	PERCENTAGE
Social Media Ads	30%
Content Creation	20%
Website Enhancements	10%
Community Events/Partnerships	20%
Email Marketing	10%
Paid Search (Google Ads)	10%

## Metrics to Track

### 1. Membership Growth:

- New accounts opened for children (Cub Accounts)
- Increase in family memberships **Membership Growth**

### 2. Deposits:

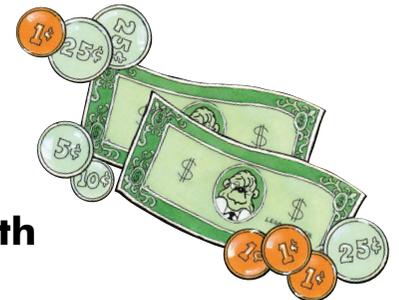
- Total deposits in Cub Accounts

### 3. Engagement:

- Social media impressions, likes, shares, and comments
- Attendance at webinars and community events

### 4. Conversion Rates:

- Click-through rates from digital ads and emails to account openings



# Sample Timeline

## Month 1:

- Launch campaign with landing page, social media posts, and email announcements

## Month 2-3:

- Roll out community events and influencer partnerships.
- Intensify paid ad campaigns

## Month 4:

- Evaluate success metrics, gather member feedback, and optimize the campaign

**This strategy leverages digital channels to educate and engage families, presenting the Cub Club as a valuable and fun way to teach children financial literacy while fostering long-term credit union relationships.**

