

Market Expansion

Find viable opportunities for growth – inside your organization and beyond



Credit unions need to continually attract new households and expand their relationships with members. Explore and uncover new ways to grow, from increasing share of wallet among existing members, to revamping products or expanding geographically.

With competition coming from every angle, it can be difficult for credit union leaders to decide where and how to focus. Growth strategies vary by organization, and sometimes by product and segment, too. Some credit unions can increase share of wallet with existing members just by targeting the right products to the right segments with the right messaging. Other organizations may need to aggressively attract new members to grow.

A market expansion engagement with Raddon uses core data, market and industry information, and expert analyses to get you started. We find ways to increase penetration and strengthen your position in existing markets, and we set the stage for expansion into new territories, helping guide your credit union through emerging issues and toward strategies that drive growth

The engagement includes demographic studies and branding surveys, overlapped with rich household profiles. It also includes an assessment of your branch operations so you can quantify the current and future growth potential of each location.

Armed with this information, credit union leaders can find and grow more profitable member relationships. Raddon will also help you launch a highly targeted marketing campaign so you can put your growth plans into immediate action.

How It Works

We combine data from your monthly core extract files with additional resources to build detailed household profiles and find high-potential member segments. With your ideal members in mind, we conduct an unbiased assessment of your entire product portfolio, comparing it to national and market peers. Detailed gap and market analyses point to unmet market needs and tactical ways to grow.

Raddon will also profile local communities and demographic trends in key markets. Our market analysis includes important calculations, such as market penetration, sales and revenue, so you can evaluate expansion options.

We'll launch a brand survey to learn how your credit union is perceived externally. If you need to expand geographically or acquire new members, you'll understand how nonmembers think and feel about your institution.

Based on your current market position and opportunities we identify together, Raddon will help you build a highly targeted marketing campaign to jumpstart growth. Our team will facilitate the whole effort, from target list creation to artwork, fulfillment and campaign measurement.



Raddon has been providing financial institutions with research-based solutions since 1983. Since we work exclusively with financial institutions, we understand the industry and can apply our practical know-how to the unique challenges and opportunities financial institutions face. We combine best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.



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Throughout our engagement, you'll have access to proprietary Raddon research on consumer and financial industry topics. You'll receive every new research study we release, plus access to past studies, webinars and expert analyses.

Our analyses and recommendations are presented in person, followed by a planning session with an expert consulting team. In a daylong workshop, Raddon will help develop an action plan to convert the findings from the engagement into goal-focused, measurable strategies.

What We Deliver

The market expansion engagement provides information and strategies you need to grow. Deliverables include:

- A marketing analytics platform for your member information, built from your core extract files and secondary sources
- Access to rich household information for highly targeted campaigns
- Demographic data for your households, plus a prospect list based on your highest-value growth targets
- Strategic recommendations on high-value marketing campaigns
- Development, execution and measurement of a highly targeted marketing campaign
- An external brand perception study in the markets you serve so you can learn how potential members understand your brand
- A comprehensive product gap analysis based on current market data and competitors' products
- Recommendations on products and markets to develop
- Models of your potential market share and growth projections

- Analyses of your current branch locations, including efficiency and viability for growth, plus help setting attainable growth targets
- A full-day planning session to develop an action plan for loan growth
- Support from action plan coordinators and expert consultants
- Access to workshops, proprietary research reports, networking opportunities and industry experts

Key Benefits

Uncover ways to grow your business and improve overall performance, learn where you have the most business to earn, and how to pursue it effectively.

- Gain a deeper understanding of your member households and their potential for growth
- Uncover tactical areas for immediate and long-term growth
- Understand attitudes and expectations of nonmembers, plus barriers to sales
- Build high-value, high-potential market segments using rich household data
- Execute a highly targeted growth campaign
- Develop research-based action plans to improve sales and revenue

Connect With Us

For more information about a market expansion engagement with Raddon, please contact us at 800-827-3500 or visit www.raddon.com.