

# Prepare your Consumer Insurance Campaigns

With the no-cost multi-media marketing materials that help you engage with members and drive program results.



## **Ready-to-use email marketing copy**

Extend your reach with compliant email copy that you can send to members whenever you like. Consider a targeted list and control the distribution to complement related campaigns.

*Note: All templates are smart phone compatible with a click to call feature.*



## **Link your credit union web site to [www.TruStage.com](http://www.TruStage.com)**

Display banner ads on your web site or incorporate the web copy into your web page content and link them to the great information and tools on [www.TruStage.com](http://www.TruStage.com).

*Note: There are short and long versions to choose.*



## **Feature an ad in your credit union newsletter.**

Graphically compelling newsletter ads are ready-to-place, to increase awareness of the products that you make available.

*Note: Select short or long versions.*



## **Place an ad on your lobby screen.**

Catch the eye of your members as they visit your branch. The available lobby screen ads come in a variety of sizes and serve as reminders of the valuable protection you provide.

*Note: Work with your audio/visual technician or IT resource to download and add these lobby screen ads to your credit union's video displays.*



**Print materials to use in your branch.** The available flyers are ready-to-print and can be displayed in high traffic, high visibility areas at each of your locations. Print as many copies as you like and display them on the counter, in frames, on the wall or on bulletin boards. Brochures are also available to order for all products.

*Note: Flyers are available for Auto & Home.*



## **Share TruStage posts on your social media channels.**

Visit the @TruStage handles on Facebook, Instagram, LinkedIn, and X to see the posts on our feeds to re-share any posts at any time. Just right-click to save and then post on your page.

*Note: You can also browse the TruStage YouTube channel for informative videos to share with members.*

## **Consumer Insurance Resource Center**

Visit [www.trustage.com/CIRC](http://www.trustage.com/CIRC) to access fully-complied marketing materials.



Click on “Marketing Materials” on the navigation bar. For your convenience, credit union-driven marketing materials are available on one page and are organized by product.

When you click on one of these items, apart from "Order Print Materials", you'll enter the **Consumer Insurance Media Center** (or visit directly at [www.trustage.com/CIMC](http://www.trustage.com/CIMC))— the online system where you can download digital assets packaged in a .zip file with tracking code. This ensures members are taken to the intended page on [www.TruStage.com](http://www.TruStage.com) and allows you to track clicks and impressions through the Media Center,

### CU Navigator - your online program management tool

Track your credit union's progress and impact. Reports are available providing you with important member-level details.

Visit <https://myservices.trustage.com> , click “My applications and services” from the drop-down menu under your name in the right-hand corner of the page to request access to CU Navigator, the Consumer Insurance Resource Center and the Consumer Insurance Media Center. Your request will be forwarded to your credit union security administrator for review and approval.

The screenshot shows the TruStage 'My Services' page. At the top, there's a navigation bar with the TruStage logo, 'My Services', a search icon, and a user profile dropdown menu. The dropdown menu is open, showing options: 'My applications and services', 'My subscriptions', and 'Log out'. Below the navigation bar, there's a secondary navigation bar with links: 'My Services', 'Insurance', 'Claims', 'Policies', 'Lending', 'Support', and 'Training & Webinars'. The main heading is 'Applications and services'. Below this, there's a section titled 'International' with a sub-section 'My recent activity'. This section lists four items, each with a link to a specific upload or FAQ page: 'TruStage™ Media Center', 'Credit Union Protection Support', 'Blanket Physical Damage FAQ's', and 'Consumer Insurance Resource Center'. To the right of these links, there are three identical text blocks: 'Send plan payment premium files to TruStage' followed by a link to 'Caribbean Premium Upload', 'Caribe Hispano Primas Premium Upload', and 'Jamaican Premium Upload' respectively.

### Questions?

Contact the TruStage Consumer Insurance Servicing team at 800.428.3932 or email [ConsumerInsurance@TruStage.com](mailto:ConsumerInsurance@TruStage.com).