

EMPOWERFi

Strategy-Infused Marketing for Financial Institutions

SimpliFi™ Marketing Strategies



SimpliFi™ MARKETING STRATEGIES

Effective marketing starts with a well-informed marketing strategy. Whether you're just exploring marketing or you're a seasoned marketing professional, we can help generate thought-provoking, marketing strategies that will take your organization to the next level while generating measurable, actionable results.

MARKETING STRATEGIES INCLUDE:

- ✓ Strategic Marketing Plan
- ✓ Business Development Strategy
- ✓ Marketing Strategy Workshop
- ✓ Member Acquisition/Retention Strategies
- ✓ Digital Marketing Strategy
- ✓ Member Personas + Journey Mapping
- ✓ Content Marketing Strategies
- ✓ Marketing & Business Development Audits
- ✓ Member Engagement Strategy
- ✓ Competitive Analysis
- ✓ Brand Development & Strategy
- ✓ Cultural Engineering Strategy
- ✓ Marketing Automation Strategy
- ✓ Data Analytics & AI Strategy

We develop top-down strategies that support the strategic plan, and align marketing efforts with organizational growth goals.



Marketing & Business
Development Strategies



Digital & Content
Marketing Strategies



Member Acquisition
& Retention Strategies



Member Personas
& Journey Mapping

Big Picture Strategy, Measurable ROI