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CASE STUDY:

FLORIDA CREDIT UNION

DRIVING NEW MEMBERS THROUGH DIGITAL OUTREACH CAMPAIGNS FOR HELOCs

This case study highlights work that aligns closely with the type of media investment and audience engagement strategies New Worlds Reading requires. For Florida Credit Union, we managed a similar budget structure to reach specific households, guide them through a decision process, and generate measurable action through coordinated digital outreach. The campaign reflects how we use targeted messaging, behavioral insight, and continuous optimization to connect with families across platforms and drive meaningful response. These same strengths support UF's goals to expand awareness, reach priority audiences, and encourage parent enrollment statewide.



Florida Credit Union®

Member owned. Community proud. Since 1954



INDUSTRY

FINANCE
CREDIT UNION



AUDIENCE

HOMEOWNERS
NEW TO THE AREA RESIDENTS



CATEGORY/TACTICS

DIGITAL MARKETING
SOCIAL MEDIA ADVERTISING
EMAIL MARKETING
MOBILE ADVERTISING



HELOC Video



IDEAS.

With objectives to drive Home Equity Lines of Credit (HELOCs) for Florida Credit Union (FCU), while simultaneously growing membership, our team at evok advertising deployed a series of digital outreach campaigns promoting the institution's home equity lending services. We targeted new-to-the-area residents and home equity prospects—homeowners of at least three years who have shown an interest in home improvement and upgrades—in areas surrounding FCU branch locations. In addition to building the audience and serving optimized digital ads, our agency also implemented targeted email and social campaigns to the same audience to build a true multiple touchpoint engagement.



HELOC Banner Ad



As campaigns launched during the COVID-19 pandemic, our team ensured messaging appropriately reflected what our member prospects may be experiencing. With consumers spending more time at home, making their space as comfortable and functional as possible became a priority for many. Our campaigns aligned with this consumer mindset and behavior by educating those in the position to tap into their home's equity that now would be an opportune time to tackle those home renovations while ultimately increasing the value of their home during uncertain times.

For this membership-driving campaign, tactics included:

- Programmatic banner ads to pre-determined audience count
- Facebook ads targeting pre-determined audience count
- E-blasts to reach those who engaged with previous ads
- Mobile conquest campaign focusing on radius around competitors
- Mobile app targeting focusing on competitor apps and other relevant home and financial apps

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FLCU's Email Marketing: Engaging Content Meets Strategic Precision—Driving Member Connections and Financial Success.



HELOC Emails



RESULTS.

93%+ goal

for new checking accounts

44%+ goal

for new HELOCs

125%+ goal

for new members

33%+ under budget

cost per acquisition

KEY TAKEAWAYS

Florida Credit Union's digital outreach campaign illustrates how data-driven targeting and strategic creative can drive measurable growth in both lending and membership. By aligning messaging with evolving consumer needs during a period of uncertainty, evok successfully connected homeowners to the financial flexibility of HELOC products while positioning FCU as a trusted partner in home improvement and personal finance. Through multi-channel digital activation—including programmatic, social, mobile, and email marketing—the campaign exceeded goals for new HELOCs, membership, and checking accounts, all while maintaining cost efficiency. This initiative demonstrates the power of precision targeting, relevant messaging, and integrated strategy in delivering tangible results for financial institutions.