



## CASE STUDY:

# IBM SOUTHEAST EMPLOYEES CREDIT UNION

## FULL-SERVICE CREDIT UNION MARKETING

IBM Southeast Employees' Credit Union (IBMSECU) partnered with evok to strengthen its market position, attract a younger demographic, and expand membership while deepening engagement with existing members. Facing an increasingly competitive financial landscape where differentiation among credit unions and banks is often unclear, IBMSECU sought a strategic partner capable of defining and communicating its unique member value—lower rates, free products, and exclusive benefits that extend beyond traditional financial offerings.

Evok responded with a comprehensive, full-service marketing partnership encompassing digital strategy, social media management, content marketing, and traditional media support. Our team developed targeted campaigns that elevated brand visibility, guided members through a major merger with Mackinac Savings Bank, and celebrated IBMSECU's 50th anniversary with an integrated digital and creative approach. By blending data-driven insights with human storytelling, we helped IBMSECU grow membership, strengthen retention, and achieve record-setting performance across loans, assets, and engagement metrics.



## IBMSECU

IBM Southeast Employees' Credit Union



### INDUSTRY

FINANCIAL  
CREDIT UNION



### AUDIENCE

CURRENT MEMBERS  
NEW & POTENTIAL MEMBERS  
YOUNGER DEMOGRAPHIC  
OPENING THEIR FIRST  
ACCOUNT



### CATEGORY/TACTICS

DIGITAL STRATEGY  
SOCIAL MEDIA MARKETING  
CONTENT MARKETING  
VIDEO PRODUCTION  
PRINT MARKETING  
COLLATERAL DEVELOPMENT  
MEDIA SUPPORT  
CREATIVE DEVELOPMENT  
TARGETED DIGITAL CAMPAIGNS  
REPORTING



**MORE BRANCHES,  
EVEN MORE OPTIONS.**

IBMSECU and Mackinac Savings Bank Have Partnered

As we start the next chapter of our journey, know that you will always have access to the financial services and customer support you've grown to know and trust.

Our financial family is growing, by leaps and bounds, and we look forward to better serving you.

**Learn more about how this partnership will help you.**  
800.873.5100 | [ibmsecu.org](http://ibmsecu.org) | [serviceplus@ibmsecu.org](mailto:serviceplus@ibmsecu.org)

 IBMSECU  
Your time. Your money. Your future.

## Mackinac Savings Bank Merger Ad



## IDEAS.

Kicking off our partnership in 2017, the evok team worked to set IBMSECU apart from its competitors while addressing the credit union's biggest objectives—to reach a younger audience, grow membership and encourage existing members to take advantage of more services and products.

Public perception of financial products and services tends to lack any differentiation between offerings and institutions. Consumers typically believe all institutions offer the same or very similar products and services. With extensive experience in the financial sector, we know that is not the case.

Offering lower than average rates and free products and services, including checking accounts and credit cards, plus other members-only benefits not found at any other bank or credit union, our job became to share what makes IBMSECU different from other institutions with both existing and potential new members.



## 50th Anniversary Commemorative Website Design

<http://www.ibmsecu50thanniversary.org>



As a full-service partner to IBMSECU, our team supports the credit union with services extending from digital strategy, social media management and content marketing, to print collateral for events, promotions, products and services. We even developed a campaign to navigate IBMSECU's \$109 million merger with Mackinac Savings Bank, focusing on member retention and consistent communications.

Taking our message to the online world, we developed and shared organic content to cultivate a strong online community by educating and entertaining the audience on IBMSECU's social channels. These content efforts worked to foster better relationships with current customers, initiate relationships with potential customers and humanize the brand. Due to the success of the merger, IBMSECU is in the process of acquiring another local community bank with multiple locations.



## 50th Anniversary Commemorative Debit Card Designs

**ENTER OUR 50TH ANNIVERSARY GIVEAWAY**  
Win This 1969 Ford Mustang Convertible

[www.ibmsecu.org/50years](http://www.ibmsecu.org/50years) • #IBMSECU50years

IBMSECU | 50

## 50th Anniversary Giveaway Facebook Ad

IBM Southeast Employees' Credit Union  
January 18 ·

We invite you to join us throughout the year as we celebrate five decades of service. Visit our anniversary website to hear stories from our staff and members and check out key moments in our history: <http://www.ibmsecu50thanniversary.org/>

We look forward to another 50 years of service. #IBMSECU50years

2,107 People Reached    201 Engagements    Boost Post

22 3 Comments 11 Shares 725 Views

Like Comment Share

## 50th Anniversary Celebration Facebook Post

IBM Southeast Employees' Credit Union  
January 2 ·

Kick off the #NewYear by adding a \$50 Visa® Gift Card to your wallet! Head over to IBMSECU's Instagram page to enter to win: <http://bit.ly/2Ltmems>

**NEW YEAR GIVEAWAY**  
WIN A \$50 VISA GIFT CARD

IBMSECU | 50

1,107 People Reached    84 Engagements    Boost Post

Cheryl Parker, Ginger Kane and Bob Jackson 1 Comment 2 Shares

Like Comment Share

## 50th Anniversary Commemorative Visa Gift Card Facebook Post



# RESULTS.

In 2017, IBMSECU surpassed \$1 billion in total assets. Following our work together, the credit union saw all-time high numbers in loans, member shares and deposits, funding a record \$322 million in loans and adding three new branch locations in Florida. Of the 2,331 accounts under the Mackinac Savings Bank umbrella, 76 percent opted-in to continued communications and work with IBMSECU, ensuring a seamless transition for members and impressive retention numbers for the credit union.

Since their partnership with our agency in 2017, the brand has earned over 2,804,099 impressions on Facebook, gained over 3,000 Facebook page likes, surpassed 340 followers on Instagram and increased Instagram engagement by 100 percent. Efforts on social platforms have also increased traffic to the IBMSECU website traffic, resulting in over 5,700 link clicks from Facebook and Instagram to IBMSECU's website.

As of 2019, IBMSECU is celebrating their 50th anniversary and now has over \$1.5 billion in assets, more than 86,000 members, and 1,000 select employee groups (SEGs). The credit union currently has 27 branches and 360 employees.

## KEY TAKEAWAYS

IBM Southeast Employees' Credit Union's success showcases the impact of a fully integrated marketing partnership built on strategy, creativity, and consistency. By aligning brand storytelling with business goals, evok advertising helped IBMSECU elevate awareness, strengthen retention, and expand its member base during a time of rapid growth and organizational change. Through coordinated campaigns spanning digital, social, and traditional channels, our team reinforced the credit union's unique value proposition while guiding members through major milestones such as a multi-million-dollar merger and a landmark 50th anniversary. The results reflect how sustained collaboration and data-driven communication can drive measurable growth and long-term member loyalty in the competitive financial services industry.