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Marketing for First Alliance Credit Union

Staying true to the messages of “People Helping People” and “Not for Profit, Not for Charity, but for Service” is something that gives First Alliance the means to set itself apart as a business with its priorities in the right place. As marketing manager for First Alliance Credit Union, I would promote these messages by incorporating them into all forms of advertisement. These messages need to be made clear in print ads, online, and on television. I would use real people’s stories to give the public concrete examples of these principles at work. In addition, I would make sure to highlight First Alliance’s community involvement to show that it truly is at the service of the people.

First and foremost, I feel that it would be essential as marketing manager to include many real stories from people that the rest of the public could relate to. For example, a commercial for First Alliance could use the story of how the credit union provided a loan for a first-time homebuyer. The public would respond well to hearing about how easy First Alliance made it to qualify for a loan. Furthermore, seeing an actual story about someone realizing their dreams of owning a home would send an excellent message about the positive impact First Alliance can have on the community. A similar strategy could be applied to print ads or online advertisement as well. In both cases, a brief quote by the first-time homebuyer would spread the same message to the public in two other mediums.

Television, print ads, and online ads should also be used to describe First Alliance Credit Union’s community involvement. I would make it a point to include First Alliance’s recent participation in United Way in all three of these forums. By seeing these efforts, the public would definitely get the impression that First Alliance has made service a priority. As marketing director, I would encourage even more of this kind of community involvement to showcase First Alliance positively in Rochester and the surrounding area.

If I was the marketing director for First Alliance Credit Union, I would have two main objectives in order to communicate its mission of “People Helping People” and

“Not for Profit, Not for Charity, but for Service.” I would use print ads, online advertisement, and television commercials to display real stories of First Alliance helping people realize their dreams. These three forms of advertising would also be employed to depict First Alliance’s community involvement. By focusing on these two ideas, the public would be able to recognize and identify with the core values of First Alliance Credit Union.
