Readers can use the following tables to create and evaluate their own local marketing campaigns. The first table sets out 60 actions for creating an effective marketing campaign. In the next table, readers can evaluate their existing and potential strategies for creating a promotional campaign in their local markets, drawing on the 60 actions set out in the first table. Lastly, readers can use the pie chart to determine the promotional mix used in their own institutions.
# 60 Actions for Creating an Effective Local Marketing Campaign

## Publicity
- Local radio
- Promotional banners
- Signs in commercial areas
- Traveling megaphone announcements
- Distribution of product brochures
- Dispensers with brochures
- Local T.V.
- National T.V.
- Billboards
- Signs for people passing by
- Monitors with advertisements
- Local newspapers
- Publicity in special supplements
- Internet web page
- Stickers for cars
- Calendars at the end of the year
- Lighted signs on building
- Publicity items: hats, pens, key chains
- Publicity in public buildings, schools, sports centers, local markets

## Sales Promotion
- Raffles with special prizes, according to the savings category
- Raffles for account opening
- Advertisements on special days: Teacher’s, Secretary’s, Mother’s, Father’s, Christmas
- Informative events in areas far from the points of service
- Meetings with special clients
- Information stands at events with large numbers in attendance
- Raffles in educational centers
- “Lightning” promotion of 1 day
- Menu of services in customer service areas
- Children’s Club
- Raffles with instant prize
- Scratch-off coupons with instant prizes

## Public Relations
- Sponsoring of local events: your own fair, socio-cultural events
- Sending birthday cards to special clients, local opinion leaders
- Sporting events, co-sponsoring with leading brands of other industries
- Support for educational centers that promote the children/youth savings program
INDIVIDUAL AND GROUP SALES

- Selection and training of business promoters
- Sales to current clients
- Sales to potential clients
- Sales to inactive clients
- Marketing to organized groups with potential for saving
- Group marketing according to affinity: homemakers, merchants
- Intensive sales
- Portfolio of services for salespeople
- Objectives manual for salespeople
- Business cards for promoters
- Letters to parents with youth savers
- Cross-marketing of services: savings, loans, insurance
- Selective contact by e-mail
- Telemarketing

CUSTOMER SERVICE / CONTACT PERSONNEL

- Personnel focused on customer service
- Uniformed, motivated, and well-trained personnel
- Bilingual personnel as appropriate
- Offering candy and other items in the customer service area
- Clean and orderly image of the customer service area
- Comfortable environment for customer service: air conditioning, cold and hot water, coffee, well-lit space
- Competitive hours of service
- Create a "special service window"
- Service on holidays
- Opening of home collection accounts
- Anticipated marketing on fixed-term accounts before they mature
MY STRATEGIES FOR CREATING AN EFFECTIVE MARKETING CAMPAIGN

INSTRUCTIONS: Assuming the role of marketing director of your institution, select the actions from the 60 actions listed on the previous page that you would consider most appropriate to develop and penetrate your local market.

PUBLICITY

SALES PROMOTION

PUBLIC RELATIONS
INDIVIDUAL AND GROUP SALES

CUSTOMER SERVICE / CONTACT PERSONNEL
WHAT IS THE PROMOTIONAL MIX IN MY INSTITUTION?

INSTRUCTIONS: Classify the marketing activities performed in your institution, according to what you learned as you completed the worksheet.

Indicate the make-up of your promotional mix, expressed in terms of estimated percentages that total 100%.