

# FINANCIAL PARTNERS CREDIT UNION CASE STUDY

*How FPCU worked with Lolita Carrico to increase media coverage and maximize digital marketing engagement.*

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## OVERVIEW

For over 80 years, Financial Partners Credit Union has served Californians to help them build better lives. As the credit union's footprint in California continued to grow, their lean Marketing team turned to Lolita to initially manage public relations strategy for the financial brand. In over four years of working together, FPCU has expanded their partnership with Lolita include social media strategy and management as well as digital advertising oversight.



*"Lolita and her team have been true partners in growing brand awareness and driving membership for the credit union. Her sharp insight, dedication to our continued growth and willingness to provide strategic direction and execute effective campaigns has helped us surpass our goals and enter into new marketing activities we wouldn't have considered without her guidance."*

**- Lori Reeves, Senior Vice President, Marketing @ Financial Partners Credit Union**

# APPROACH

## Public Relations

Public relations strategy is focused on FPCU's deep history and commitment to California communities combined with their leadership in championing innovation and technology among the credit union industry. Lolita and her team combine outreach and relations with industry media, local government and associations, and consumer media to maintain a consistent buzz for FPCU among both business to business, industry and consumer media.

## Social Media Marketing

Before Lolita and her team took over social media strategy, FPCU's social presence was comprised mainly of "check presentation" photos to charities and photos from local events. With Lolita's guidance and execution, Facebook, Instagram, Twitter and LinkedIn engagement has increased significantly with a balance of content focused on community outreach and charitable events, educating consumers about #betterbanking with FPCU and regular live virtual events with experts offering advice and insight to educate and empower Californian's to build solid financial lives.

## Digital Marketing

In addition to social media marketing, by consistently reviewing Google Analytics and putting tracking in place for all paid and earned media, digital marketing efforts including SEO, paid search, display advertising and content marketing through blog posts and op-eds, inbound traffic and conversions has increased by over 300% year over year since Lolita began working with Financial Partners.

## Events

FPCU is deeply invested in the communities they serve and has always maintained a presence by supporting, sponsoring and hosting events targeting families, students, and small businesses. Through public relations support, Lolita has garnered millions of impressions and millions of dollars worth of TV, radio and media coverage for FPCU's events. During the COVID-19 pandemic, she helped FPCU launch virtual events via Facebook and Zoom to keep their members and their communities engaged and inspired to make the most of their finances.

# RESULTS



**98+million**  
impressions through  
media relations success



**350% growth**  
in social media  
followers



**221% increase**  
in digital conversions



**\$200 million +**  
in earned media  
advertising value