

NOWSPEED

Digital Advertising Competitive Insight for Credit Unions

Introduction

The top credit unions have learned how to win in digital advertising. Nowspeed has uncovered the secrets to their success as presented in this detailed report.

Nowspeed conducted extensive research on the AdWords campaigns of the top credit unions in all 50 states in the USA and identified:

- The best keywords used to get traffic and leads
- The maximum you should spend on keywords in your state
- The actual cost/click of Google Ad campaigns
- The most effective ad copy and key messages

This report is a must-read for any credit union who is using, or plans to use, Google AdWords to drive new business, and the [associated interactive website](#) provides detailed data for your state.

Read the full report to get started on the path to digital advertising success.

Summary: Digital Advertising Analysis of Top Credit Unions

- The top credit unions are not investing a high % of marketing budget in Google AdWords.
- Navy Federal Credit Union is the top credit union advertising on Google AdWords.
- The top firms have an average Google AdWords budget of \$1,000 to \$3,000 per month.
- Credit unions should build an ad budget based on available search traffic in their location.
- Credit unions should use advanced ad features, such as sitelink extensions, to differentiate themselves since many are using simple ad copy.
- Credit unions should feature specific offers in their ads since many are just using AdWords for brand awareness and driving traffic to their website home page.
- Credit unions should use remarketing and Gmail sponsored ads to market to their existing customers.
- The credit union keywords with the highest search volume are “credit union near me”, “community credit union”, and “co op credit union”.

Top Keywords in the Credit Union Industry

An effective Google AdWords campaign starts with detailed keyword research. When structuring your campaigns, it is vital to focus on keywords that are highly relevant and searched often. Below you will find the industry keywords that have the highest monthly search volume. By targeting these keywords that are searched the most, you have an opportunity to serve your ads to many users who are actively searching about your industry on Google.

The credit union keywords with the highest search volume are “credit union near me”, “community credit union”, and “co op credit union”, which are searched between 12,000 and 165,000 times monthly. These specific keywords and variations of these keywords should be included in your AdWords campaign to generate the most traffic & visibility for your ads. Other top keywords include “credit union vs bank” and “best credit unions”. Since users are searching on these terms, it makes sense to structure your ads and landing pages to target their search queries.

It is important to not only bid on these top keywords, but to include them in your Google AdWords ad copy, as well. When you include the keywords that you are bidding on in your ad copy, you are more likely to attain a favorable Quality Score. Google’s Quality Score is a ranking system that determines the best ads to show with each search. Ads with a strong Quality Score will be shown more often, in higher positions, and at a lower cost. Including the keywords you bid on in your landing pages, as well as in your ad copy, will also help to increase your Quality Score. By focusing on the top keywords in your industry, and including them in your bidding, ad copy, and landing page strategies, you will have a strong foundation for a successful AdWords campaign.

Top Credit Union Keywords Ranked By Monthly Search Volume

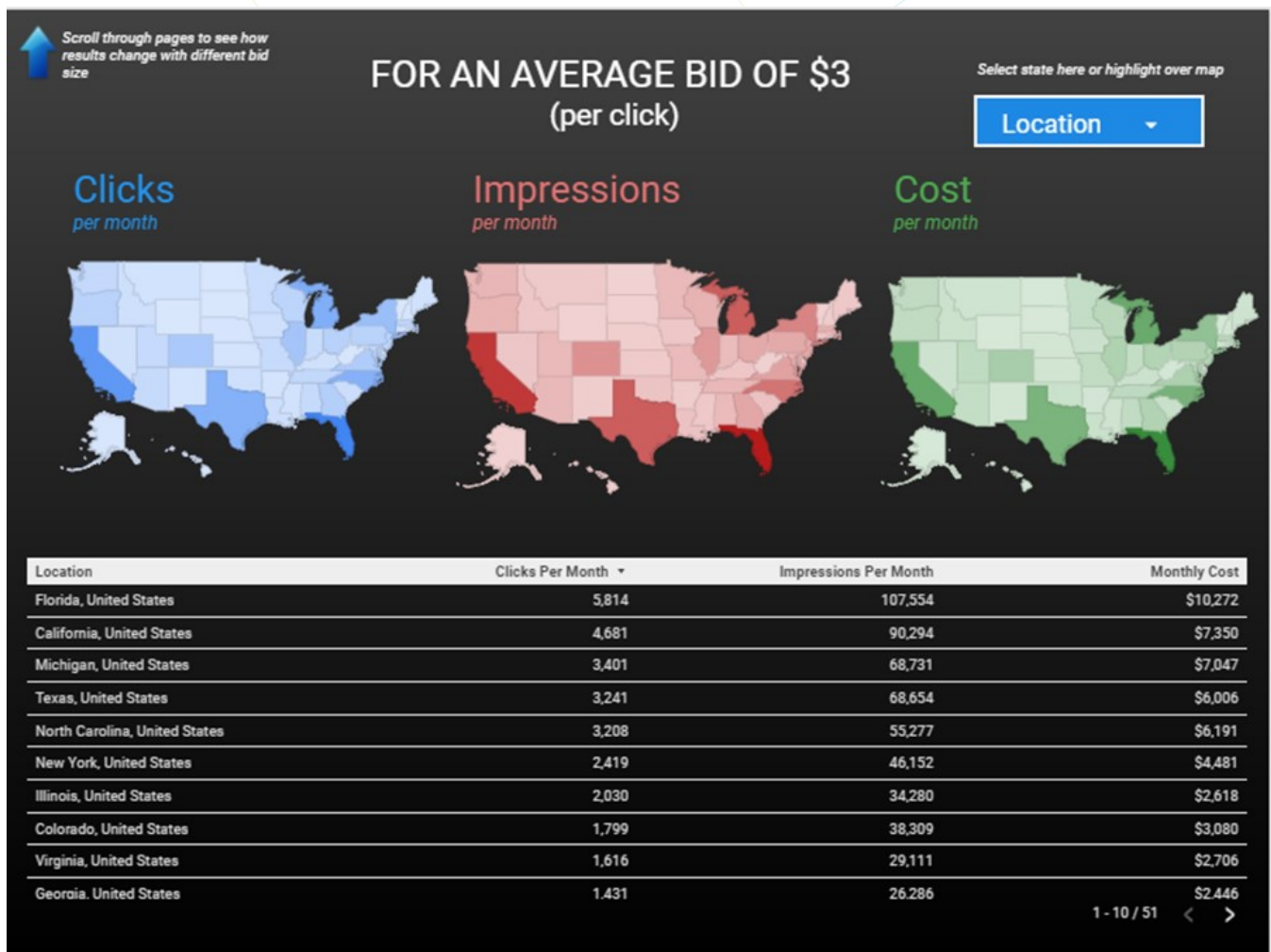
Keyword	Monthly Searches	Keyword	Monthly Searches	Keyword	Monthly Searches
credit union near me	165000	military credit union	1300	credit union benefits	480
community credit union	22200	credit union online banking	1300	union credit bank	480
co op credit union	12100	credit union mortgage rates	1000	banks and credit unions	480
credit union vs bank	9900	credit union locations	1000	credit union customer service	480
secured loans	9900	union benefits	1000	union bank credit card payment	480
federal credit union near me	6600	national credit unions	1000	find a credit union	480
best credit unions	6600	credit union nearby	1000	advantages of credit card	480
credit union bank near me	5400	credit unions in Maryland	1000	credit union rates	480
credit union atm near me	5400	loan centers near me	880	credit union bank locations	480
local credit union	5400	local credit unions near me	880	best credit union banks	480
low interest loans	5400	credit unions near my location	880	credit union versus bank	390
credit union loans	5400	credit union mortgage	880	local unions near me	390
union bank credit card	5400	credit union interest rates	880	credit union close to me	390
credit score definition	5400	nearest credit union atm	880	union advantages	390
federal credit union bank	4400	credit unions in florida	880	nearest credit union to me	390
credit collection services	4400	bank credit union	720	credit union home loans	390
revolving credit	4400	federal credit union bank near me	720	credit union number	390
bank vs credit union	3600	credit union near me now	720	credit union account	390
nearest credit union	3600	fair credit	720	credit union insurance	390
credit union service center near me	2900	credit union near me atm	720	credit websites	320
union bank sign in	2900	vbank	720	loan places open today	320
credit union credit cards	2400	union bank locations near me	720	joining a credit union	320
co op credit union near me	2400	credit union services	720	union credit union	320
credit bank	2400	banks and credit unions near me	590	best online credit union	320
credit union car loan	1900	credit unions in my area	590	advantages of credit unions	260
credit union cd rates	1600	find credit union near me	590	find a credit union near me	260
closest credit union	1600	list of credit unions	590	credit union locations near me	260
union credit card	1600	fed loans phone number	590	union bank account number	260
union bank online sign in	1600	vcredit	590	closest credit union to my location	260
credit union jobs	1600	federal credit union locations	590	credit union branches	170
online credit union	1300	union bank atm near me	590	loan locations near me	140
cu credit union	1300	credit union online	590	credit union bank loans	90
shared branch credit union near me	1300	credit union careers	590	bank or credit union	590

Google Budget Estimates: Ad Spend by State

Google's Budget Estimate tool provides data to help you anticipate the costs of your campaigns. You will be able to spend different amounts depending on how much you bid per click on each keyword. The interactive model below will show you the monthly cost of targeting the top industry keywords at different bid levels in each state. A higher keyword bid will cost you more per click, but your ads will show at a higher position on the search results page, providing better visibility. See how much you could be spending on the top keywords in your industry below.

[View the interactive data model here](#)

Use the interactive Data Studio model to project the maximum cost of targeting the top industry keywords in each state.



Digital Advertising Analysis of Top Credit Unions


Credit unions have a unique opportunity to compete on highly searched keywords for a relatively low cost. According to The Financial Brand, 10% of the largest credit unions in the world invest in Google AdWords. Even the credit unions that do use Google AdWords are not spending a significant amount of their AdWords budget.

The following chart shows the credit unions currently spending the most on Google AdWords advertising:

Credit Union	Daily Budget	Paid Clicks	Keywords Used
Navy FCU	\$7,590 – \$23,900	8,760	24,522
Virginia	\$1,480 – \$5,380	639	2,068
PSECU	\$1,710 – \$5,530	511	1,721
Pentagon Federal	\$1,550 – \$6,920	978	8,470
Travis	\$1,230 – \$3,730	450	4,303
Golden 1	\$1,030 – \$4,780	650	2,674
Randolph Brooks	\$1,010 – \$3,270	355	1,184
Space Coast	\$972 – \$2,680	320	1,034
ESL	\$846 – \$1,660	171	433
OnPoint	\$721 – \$3,020	357	2,350
TDECU	\$703 – \$1,760	231	1,198
SECU	\$587 – \$1,210	117	175
Delta	\$398 – \$2,210	304	2,829
San Diego County	\$371 – \$839	86	446
Desert Schools	\$278 – \$795	81	505
Mountain America	\$243 – \$505	58	138

Navy Federal Credit Union

Navy Federal Credit Union - Great Benefits & Low Rates

 www.navyfederal.org/ ▼

Largest Credit Union in the World with Over 6 Million Members. Join Today!

Navy Federal Credit Union is running a Search Network campaign through Google AdWords. The advertisement is straightforward and informative. Navy Federal Credit Union may benefit from adding extensions to this campaign for no additional cost. Through extensions they can add their phone number, location, and shortcuts to alternative sitelinks. Extensions give the advertisement greater visibility and this tends to add value. This results in an increase in clicks and gives potential customers more ways to reach the Navy Federal Credit Union.

Navy Federal Credit Union most likely excluded extensions because they could distract the potential customer from the ad copy. The theme of simplicity is effective for larger companies that are already considered household names. Their main goal is to maintain relevancy to potential customers, not necessarily to have potential customers take any kind of action at that moment. Thus, their ad copy may vary from a company that's main goal is to generate new leads.

Conclusion

Top Keywords:


- Most searched keywords are “credit union near me”, “community credit union”, and “co-op credit union”.
- Bid on these keywords as well as the others listed.
- Include top keywords in your ad copy.
- Include top keywords in your landing page copy.
- Use different keyword match types to capitalize on keyword variations.

Ad Spend by State:

- Bidding \$3.00 on top keywords will yield up to 5,814 clicks with a maximum monthly cost of \$10,272 depending on state.
- Bidding \$5.00 on top keywords will yield up to 6,389 clicks with a maximum monthly cost of \$15,028 depending on state.
- Bidding \$7.00 on top keywords will yield up to 6,592 clicks with a maximum monthly cost of \$18,266 depending on state.
- Bidding \$10.00 on top keywords will yield up to 6,688 clicks with a maximum monthly cost of \$21,228 depending on state.
- Higher keyword bids result in higher average ad position on Google’s search results page, resulting in higher click-through and conversion rates.
- These budgets reflect maximum potential spend. Advertisers can limit their spend to the amount suitable for their budget.

Top 100 Credit Unions Reviewed for this Report

Navy FCU
Bank Fund Staff FCU
State Employees' CU
Wings Financial CU
Pentagon FCU
DFCU Financial CU
Boeing Employees CU
Bellco CU
SchoolsFirst FCU
Desert Schools FCU
The Golden 1 CU
State Farm FCU
Alliant CU
Kinecta FCU
First Technology FCU
Visions FCU
Security Service FCU
Space Coast CU
Star One CU
University Of Iowa Community CU
America First FCU
Eastman CU
Suncoast CU
Tinker FCU
Randolph-brooks FCU
Wescom Central CU
San Diego County CU
Wright-Patt CU
Digital FCU
Michigan State University FCU
Bethpage FCU
Members 1st FCU
Alaska Usa FCU
Redwood CU
Vystar CU
State Employees FCU
American Airlines FCU
Virginia, Inc. CU
Mountain America FCU
State Employees CU of Maryland
ESL FCU
Landmark CU
Citizens Equity First CU
Mission FCU
Patelco CU
Northwest FCU
Teachers FCU
Veridian CU
Delta Community CU
Chevron FCU
Lake Michigan CU
Service CU
Pennsylvania State Employees CU
Teachers CU
Logix FCU
Texas Dow Employees CU
Redstone FCU
California CU
Ent CU
Idaho Central CU
United Nations FCU
Tower FCU
Onpoint Community CU
Credit Human FCU
Police & Fire FCU
Midflorida CU



Top 100 Credit Unions Reviewed for this Report

Educational Employees CU

Citadel FCU

APCO Employees CU

General Electric CU

Baxter CU

Travis CU

Summit CU

Affinity FCU

Unify Financial FCU

Community First CU

Nassau Educators FCU

Washington State Employees CU

Municipal CU

GECU CU

Navy Army Community CU

Safe CU

Spokane Teachers CU

Keesler FCU

University of Wisconsin CU

Community America CU

Sandia Laboratory FCU

Premier America CU

Langley FCU

Grow Financial FCU

Apple FCU

Provident CU

Genisys CU

California Coast CU