



WESTMARK CREDIT UNION HAS SEEN A 10% INCREASE IN ORGANIC TRAFFIC YOY FROM THEIR LOCALiQ SEO CAMPAIGN.

WESTMARK CREDIT UNION

ABOUT

Westmark Credit Union has been serving members in Idaho since 1954. The credit union prides itself on its superior service and personal connections with each of its members.

CHALLENGES

Westmark Credit Union is in an area with many other credit unions and wanted a way to stand out and market its quality member services.

SOLUTIONS

As technology and the credit union evolved, the credit union team knew they needed a way to reach new potential members online, so they partnered with ReachLocal, part of the USA TODAY NETWORK, for our LOCALiQ solutions including SEO, Social Ads, Search Marketing, and Targeted Display.

RESULTS

The credit union has seen an increase in organic traffic as a result of their SEO campaign, and that, coupled with their other solutions, has driven more online memberships as well as an increase in members applying for loans online. Overall, the Westmark team has seen great results from their LOCALiQ campaigns and enjoys working with the LOCALiQ team.

“I’ve had a really great experience with everyone and greatly appreciate everything they’ve done for the credit union. People are very receptive, they’re very good at talking through problems, and they help me find solutions – even if it’s outside of the realm of digital marketing.”

*Polly Simpson
Chief Marketing Officer,
Westmark Credit Union*