



The Informer

Business Edition | July 2011



Keep Your Customers Coming Back

Perhaps, like many business owners, you've been focusing on obvious ways to grow your business, such as attracting new customers, but do you have a game plan for keeping those customers? After all, it's often what you do after you win the business that really determines long-term success.

You don't need coupons, gimmicks and giveaways to keep your customers coming back. Here are a few cost-effective ways to turn your customers into lifelong customers:

Work from the inside out. Your employees have a direct effect on your customers' experiences. Be sure they understand your service standards and are set up to serve customers in a way that makes the customers feel special and important.

Step up the charm. A friendly phone call or hand-written note of appreciation to your customers who bring in the most revenue adds a personal touch, letting them know you genuinely appreciate their business.

Create an inner circle and bring them in. Are you planning a new product launch or developing a new program? Consider bringing in your most loyal customers to serve as a focus group. Ask for their opinions. Do they like it? Would they use it? Do they have any input?

Pay attention. It's simple, yet vital. Keep your customers coming back by paying attention to them. Ask them for feedback on your products, service, and their overall experience with your business.

Don't Make These Website Mistakes

A significant percentage of your possible customer base looks for your services and/or products online. That makes your website a crucial tool in branding your company. By avoiding these common mistakes, you have the opportunity to use your website in a way that displays your products and services in the best light possible:

Not knowing your audience - Your website will fail to provide desired business results if it targets the wrong audience. Identify your target audience and then design the site to the tastes and needs of that audience.

Dense text - Avoid lengthy messaging, and instead, try to capture the attention of your audience within five seconds by delivering your company's message quickly and efficiently, followed by a clear call to action.

Stale content - Don't bore your customers with a website that never changes. Give them a reason to keep coming back by sharing new and useful information throughout your website.

Lacking presence - Your website will not produce results if no one knows it exists. Create a strong presence on search engines by investing in search engine optimization and/or search engine marketing, and get the word out about your business and your website by utilizing social media outlets, such as LinkedIn or Facebook.

Holiday Closings
Independence Day
Monday, July 4
Labor Day
Monday, September 5

Simply Simplify With Our Streamlined Services

As your trusted financial partner, it is our priority to provide you with the most streamlined financial services possible. That way you can focus on running your business instead of worrying about keeping your finances running smoothly. We offer a wide variety of accounts and services for you and your business, including:

- BUSINESS CHECKING
- BUSINESS LOANS | ONLINE BANKING
- BUSINESS NET PAY | PAYROLL DIRECT
- MERCHANT PROCESSING
- AND MUCH MORE

What can we do to help you run your business more efficiently? Come talk to a friendly member service representative, and let us know how we can help.

*Your Business
Is Our Business*

FEATURED BUSINESS

Company Name: Matt Eurich Building & Remodeling

Contact: Matt Eurich

Phone: 989.239.3767

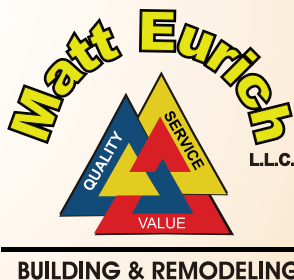
Email: matteurich@att.net

Website: www.matteurichremodeling.com

Locations: Saginaw, Bay City, Midland and Pinconning

Number of years in Business: 17

Number of employees: 3



What does your business do?

Matt Eurich Building & Remodeling serves the Saginaw, Bay City, Midland, and Pinconning areas with quality construction services, which include, but are not limited to, roofing, siding, replacement windows, remodeling and general contracting insurance work.

What makes your business unique? What sets you apart from the competition?

As an experienced lead abatement contractor, our trained crew specializes in stabilizing lead surfaces. We also offer custom trim carpentry, including built-in bookshelves and mantels. You can view our project gallery by visiting www.matteurichremodeling.com.

Why do you enjoy doing business with United Financial Credit Union?

I do the majority of my banking at the Saginaw Township - State St. Office, and I enjoy the friendly, personal service I receive from the staff there.

What types of services do you use here at the Credit Union?

I use the business checking and savings services as well as the online banking.

Is there anything else you would like people to know about your business?

Able to meet your home improvement needs at competitive pricing.

989.777.3620 • 800.772.8728

www.unitedfinancialcu.org

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Saginaw Township Offices

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Chesaning Office

124 North 3rd St., Chesaning, MI 48616
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Freeland Office

7600 Midland Rd., Freeland, MI 48623
Fax: 989.399.8705

Auburn Office

4710 S. Garfield Rd., Auburn, MI 48611
Fax: 989.399.8707

Mailing Address

P.O. Box 618, Bridgeport, MI 48722

Lobby Hours

Mon. - Thurs. 9:00 a.m. to 5 p.m.

Friday 9:00 a.m. to 6 p.m.

Saturday (State St. location only)

9:00 a.m. to 12:30 p.m.

Drive-Thru Hours

Mon. - Thurs. 9:00 a.m. to 5 p.m.

Friday 8:30 a.m. to 6 p.m.

(State St. 7:00 a.m. to 6 p.m.)

Saturday 9:00 a.m. to 12:30 p.m.

(Weiss St. location closed)



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