



In the first 90 days Kinecta FCU powered its way to a high Facebook ROI with 21 loan applications and 8 funded mortgages generated through Calcubot.

At A Glance

FINANCIAL INSTITUTION:

Kinecta Federal Credit Union

GOAL:

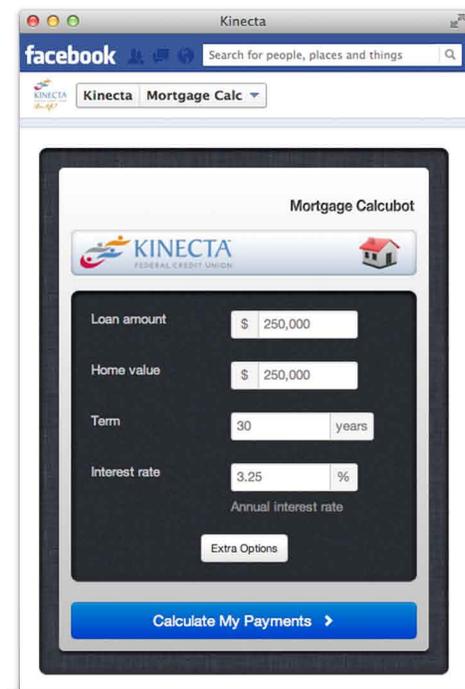
Foster member relationships and deepen product penetration by providing a consultative Facebook experience.

SOLUTION:

Deployed Shastic's Mortgage Calcubot to their Facebook page coupled with a series of Facebook Ads to encourage members and prospects to engage with their brand in a more meaningful way through Facebook.

RESULTS:

Kinecta saw a significant return on its social media investment as +600 people engaged with their brand via Calcubot and 21 loan applications where generated, 8 of which, turned into fully funded mortgages.



Goal

Kinecta FCU wanted to reach and engage with their Facebook community, which represents for them, a younger demographic of more transactional and more profitable members per year.

Their strategy was to provide education as a means for product penetration through the use of consultative financial tools that create a more meaningful Facebook experience and foster deeper relationships with their members and prospects.

Solution

Kinecta FCU deployed Shastic's Mortgage Calcubot to their Facebook Page and ran a series of Facebook Ads to ensure a constant flow of traffic through their Calcubot.

Members and Facebook users alike were able to visit their Page on Facebook and create mortgage estimates, save those

estimates on Kinecta's Page, gather feedback from friends and family and get notified of potential savings opportunities.

Results

Fueled by the concurrent use of Facebook Ads to promote the campaign, the Mortgage Calcubot was an incredible success. In the first three months, Calcubot was used by +606 people, who made 676 loan estimates. Kinecta also saw a significant return on its investment: it generated 21 mortgage applications that ultimately turned into 8 funded mortgages.

Organization

Kinecta Federal Credit Union is one of the nation's top 30 Credit Unions, with more than \$3.2 billion in assets and serving over 235,000 members across the country. Kinecta FCU dates its origin to 1940 when it began as the credit union for the employees of the Hughes Aircraft Company.

Looking for a powerful, easy-to-use, social marketing solution to engage and monetize your Financial Institution's Facebook audience?

Call us at 1-408-600-0540