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**Credit Union Marketing Professionals Join Corporate Central for Virtual Digital Marketing Forum**

**MILWAUKEE, WI – March 10, 2022 –** Credit union marketing professionals from across the country participated in Corporate Central’s Digital Marketing Forum held virtually Tuesday and Wednesday this week. Presenters covered topics including SEO, digital advertising, social media marketing, and other trending digital marketing topics to attendees. New this year, eligible attendees were able to earn CPE credits if they met the required criteria for the conference.

“It’s been exciting watching the Digital Marketing Forum transform with each event we host,” said Brittany Jordan, Director Digital Marketing, who moderated the two-day event. “Every year we aspire to educate our peers on hot topics in digital marketing and to teach them something new that they can take back to their credit unions, and in return help them grow their membership.”

Presenters and topics covered included:

* **Sarah Best**, CEO + Chief Strategist at Sarah Best Strategy, presented a two-hour social media mix workshop. She walked attendees through data to help them determine which social platforms to focus on and how to speak effectively via social media using a FEEL - THINK - DO framework. Best also discussed why paid social media strategies matter, and how to set goals for social media programs.
* **Eagan Heath**, Founder and Owner of Get Found Madison and Caravan Digital, presented how and where to rank higher organically on Google. Attendees learned how to research keywords, optimize webpages, blog for SEO, and how to earn links to their websites to grow organic search engine leads and sales.
* **Andrew Miller**, Co-Founder, VP of Strategy at Workshop Digital, presented about how machine learning tools can help build and measure smarter campaigns, even with less access to regulated member data. He shared “no-code” machine learning tools and tips that attendees could put to work to drive meaning results to their credit unions.
* **Katie Grant**, Digital Communications Section Chief – Office of Communications at the Wisconsin Department of National Resources (DNR), shared how the Wisconsin DNR has spent much of the past two years testing ways to make TikTok engage with a younger audience. She talked about how they have built a strong, engaged following, gone viral, and learned a lot about what works and what doesn’t work along the way.

“Our goal with the Digital Marketing Forum is to help credit unions prosper in this ever-changing digital age,” said Jesse Kohl, Senior Vice President Corporate Development. “We are optimistic this event equips them with some tools to help them along the way.”

**Helping Members to be *Wildly* Successful**

**About Corporate Central Credit Union**

*Corporate Central Credit Union is a federally insured financial cooperative built on the values of commitment to service, fiscal responsibility, and respect for the individual. We cultivate a culture of respect, ethics, teamwork, and innovation. We are "Helping Members to be Wildly Successful" by delivering industry knowledge and expertise to help credit unions achieve their strategic objectives and compete in today’s evolving financial services industry. We are motivated to passionately serve our members and strive to learn, create, and innovate daily. Please visit* [*corpcu.com*](http://corpcu.com/) *to learn more, and follow us on* [*LinkedIn*](https://www.linkedin.com/company/corporate-central-credit-union/)*,* [*Facebook*](https://www.facebook.com/CorporateCentral/)*,* [*Twitter*](https://twitter.com/CorpCU)*, and* [*YouTube*](https://www.youtube.com/channel/UCLt6UMRaRkpGF-qWWx8T94w?)*.*