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PRESS RELEASE

MARKETMATCH SELECTED BY EDUCATION CREDIT UNION FOR WEBSITE REDESIGN

Boost Lead Generation and Improve Navigation

FOR IMMEDIATE RELEASE

June 25, 2021—Waynesville, Ohio— MarketMatch, Inc., a full-service, digital-forward marketing agency specializing in community financial institutions, announces it has been retained by Texas-based Education Credit Union to redesign and upgrade its website. Education Credit Union has \$351 million in assets and serves nearly 30,000 members of the education community in Amarillo, Bushland and Canyon.

MarketMatch, an industry-leading digital and website design marketing firm, whose web redesign work has won both CUNA Diamond and Hermes awards, will create a new website showcasing improvements in the following areas:

- Lead development engine to develop visitor paths that encourage visitors to seek more information and/or inquire and connect directly from the website.
- Engaging design that invites visitors and encourages content exploration based on their unique needs.
- Easy navigation to pages that are most visited so as to provide a customizable experience.
- Persona relevancy to ensure easy access to information tied to both the credit union's member personas and their brand engagement methodology.
- Automation-ready by building navigation and page content that feeds the SharpSpring Marketing Automation/lead development process.

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“Education Credit Union is looking to create a digital tool that connects members, potential members and the credit union in a seamless, information rich, easy-to-navigate website. Tying together our expertise in member persona development, buyers journey and web design with a relevant digital message and lead-nurturing process creates a robust outreach platform. We are excited to launch our proven DigitalIQ™ process with the Education Credit Union team,” noted Bruce Clapp, president of MarketMatch.

About Education Credit Union

Founded in 1935, Education Credit Union has been serving the Texas Panhandle for the last 86 years and is dedicated to being the preferred financial provider through all stages of life and has grown to achieve assets of over \$350 million and serves more than 29,000 members. ECU’s membership is open to individuals in education, including homeschoolers, employees of public and private institutions of learning, school council or board members, as well as those who live within a 10-mile radius of its six branches throughout Amarillo, Bushland and Canyon. Education Credit Union is committed to fulfilling its vision to be the preferred financial provider through all stages of life for its members. For more, visit www.educationcu.com.

About MarketMatch

MarketMatch is an award-winning, full-service digital marketing firm specializing in growing community banks and credit unions. Our holistic approach of providing Digital Focus. Measurable Results has generated growth for clients across the country, covering over 35 states since 2002. We truly believe that our Digital Focus. Measurable Results strategy creates FOCUS, MOMENTUM and RESULTS for clients, so much so that we back it with an ROI guarantee. For more information about MarketMatch, or to become a client, visit www.marketmatch.com.



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