

CONNECT

CONNECTING WITH TFCU BUSINESS PARTNERS / Q3 / 2024



advertising on a dime

Elevate your brand

Affordable ways to get the word out

Advertising is a necessary cost for most businesses, but it doesn't have to be expensive. Try a few of these methods to spread the word about your products, services and brand.

Community involvement

Making a monetary donation to an organization is easy, but your time can be more valuable. Volunteering can create a positive press opportunity while providing a beneficial service to the community.

Networking events

Brush up on your elevator speech and register for a networking event in your area. Networks help create a word-of-mouth buzz, which is a powerful form of advertising. An added benefit is the referral network you will also build.

Cross advertise

Sharing the cost of advertising with a business that offers complementary

products or services is a great way to deepen relationships and save on advertising. Both parties should sign a contract to clearly define and protect the relationship.

Social media

Raising your business profile should include a social media presence. A strong social media strategy can help drive traffic to your business. Buying ads or paying to boost posts on social media can be a low-cost way to target your desired demographic.

Email newsletters

Newsletters are a great way to reach current and prospective customers. Some ideas for content are product announcements, industry updates, ways to use products or spotlighting employees. Build your email list by doing a product giveaway or contest.

Online directories

Most people find businesses using an online search engine. Boost your place in the search algorithm by monitoring business listings and ensuring your brand is on them.

Teach a class

When teaching a class, you can display your expertise while helping customers learn. Classes can be done virtually for greater numbers or in person to encourage a deeper relationship.

Online reviews

Encourage customers to leave a review by offering a small percentage off their next purchase — this also has an added benefit of promoting repeat business. [NN](#)

Article by Tina Herndon,
TFCU Financial Educator

Meet the newest member of the TFCU business development team

We are excited to welcome Terah Page as our new business development officer for the east territory. Terah brings to the team more than nine years of experience building community relationships and is excited to serve and bring value to TFCU business partners. [NN](#)



TFCU encourages young readers at Read Across Oklahoma

TFCU was proud to be the presenting sponsor of Read Across Oklahoma on April 9, 2024, at the Oklahoma City Zoo and Botanical Garden. TFCU financial educators hosted live book-readings and passed out free books to preschool and elementary school-aged children. The TFCU team was excited to be part of this yearly event that teaches literacy skills and promotes family reading. Altogether, attendees received more than 1,500 free children's books! [NN](#)



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CU IN THE PARK

FREE CONCERT
presented by
LOCAL CREDIT UNIONS

WHERE X Scissortail Park
Downtown OKC

WHEN X Saturday
September 28, 2024
Starts at 7pm

CMA Song of the Year Winner
JORDAN DAVIS



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