

● Hi Laurence — this one's for you

Omy Lab is building something *really* special.

UMe Federal Credit Union is a community-based financial institution serving members in Burbank, California for over 85 years. It offers checking and savings accounts, auto and home loans, credit cards, student banking, and investment services. UMe differentiates itself through hyper-local community involvement — sponsoring school events, financial literacy programs, and local awards — positioning itself as a neighbor-first alternative to big banks.

Let's talk →

WHAT CAUGHT OUR ATTENTION



UMe runs 10 active Google Ads (mix

5 TEXT, 3 VIDEO, 2 IMAGE) targeting Canada-region audiences, yet zero active Meta ads — while 10 competitor ads are live in the Meta Ad Library under the 'Omy Lab' keyword search, indicating a paid social blind spot against active rivals.



Real momentum

LinkedIn posts from April 2026 show UMe hosted 'Bite of Reality' financial literacy events at Burbank High School and John Burroughs High School, with video content — yet Instagram data returned zero posts, suggesting a content production and distribution gap on a high-reach visual platform.



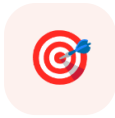
A strong signal

UMe's Facebook posts from May 2026 include a creative 'Auto Refi Wash-O-Matic' campaign and a 'real employees read real reviews' video series, showing willingness to invest in branded video content — but these posts averaged only 2–4 reactions, signaling weak organic reach amplification.

— WHERE THE UPSIDE LIVES

Where we can *accelerate* what you've already built.

None of this is criticism — it's opportunity. You've done the hard part. Here's where focused effort would compound fastest.



HIGHEST ROI · ACT NOW

Launch a Meta paid campaign targeting Burbank-area residents with loan

Every week without Meta presence is market share handed to competitors who are actively retargeting UMe's potential members on the most-used social platform in the U.S.

💡 Meta Ad Library shows 0 active UMe ads vs. 10 competitor ads in the space; competitors including Logix Federal Credit Union and Desert Financial Credit Union are actively running Facebook/Instagram campaigns.



PROTECT PERFORMANCE

Optimize and expand UMe's existing Google Ads account

currently running 10 ads (5 TEXT, 3 VIDEO, 2 IMAGE) but missing retargeting layers, Display Network diversification, and YouTube pre-roll to capture members researching auto refi and home loans. The Auto Refi and mortgage products UMe is actively promoting (per Facebook posts) require multi-touch paid coverage; single-surface Google Search alone misses the 70%+ of loan researchers who don't convert on first click.

💡 Google Ads Transparency shows 10 active ads under advertiser AR16977297566880235521, with only 2 confirmed on Google Search surface and no Shopping or Maps presence — significant surface coverage gaps for a financial institution.



COMPOUND GROWTH

Produce a monthly short-form video content series amplifying UMe's com

Community differentiation is UMe's core brand position; without polished, consistently produced video content, these high-value moments are being wasted on low-reach organic posts instead of driving member acquisition.

💡 LinkedIn posts from April 2026 (Bite of Reality, 13 reactions) and September 2025 (Champion of Education award, 18 reactions) feature video/image content with strong community angles but minimal engagement — Facebook's 'employees read reviews' video earned only 4 reactions.



BRAND BUILDING

Build a consistent Instagram content library with branded templates an

UMe explicitly offers student banking products but has no visible Instagram presence — competitors running Meta ads are capturing this exact audience while UMe's Instagram channel sits dormant.

💡 Instagram data status returned 'no_data' with 0 posts retrieved; UMe's target for student banking and younger members (per 'Student Banking Options' on homepage) maps directly to Instagram's core 18–34 demographic.

— BEFORE WE SUGGEST ANYTHING ELSE

A few things we'd want to understand from you first.

Good strategy starts with listening. Here's what we'd want to hear about before making a single recommendation.

1 How are you currently driving new member acquisition for products like auto refi and student banking — and what role, if any, does paid social play in that mix today?

2 When UMe invests in community moments like the Bite of Reality events or the Champion of Education award, what's the strategy for turning those stories into sustained member growth beyond the initial post?

3 Your Google Ads account is active with video and image formats — what does your current process look like for refreshing creative and testing new audiences, especially for high-intent products like home loans?

— WHO WE ARE

We're the team brands call when they're ready to grow fast.

Savage Global Marketing is a full-service creative and marketing agency. We specialize in helping growth-stage brands like Omy Lab close the gap between where their marketing is performing and where it could be — across paid search, creative production, content, and brand strategy. We don't do generic. We do the work first, then reach out.

→ We did this research before reaching out — not during an onboarding call. That's how we work. You should know what you're getting before you spend a minute of your time on us.

→ If we work together, the first 30 days are entirely about understanding your business — not executing on assumptions. The opportunities above are a starting point, not a fixed plan.

→ We're a small, focused team. We don't take on clients we can't genuinely move the needle for. We think we can for Omy Lab — and we'd love the chance to prove it.

Ready to turn this into *a real plan*?

No pressure, no deck, no formality. Just a conversation about what Omy Lab could look like 90 days from now.

[Book a 30-minute call →](#)

Or reply directly to this email — whatever's easier.

Savage Global Marketing

Prepared for Laurence Beaudoin, CMO - Chief Marketing Officer — Omy Lab