

Get Paid Early - Direct Deposit Social Campaign

RBFCU | Social Media Marketing & Copywriting | 2026

Project Overview

As a Marketing College Intern at RBFCU, I contributed to a social media campaign promoting Direct Deposit and the convenience of receiving qualifying deposits early. The campaign was developed for prospective members and current members who had not yet switched their direct deposit to RBFCU, with a focus on acquisition and product deepening.

My Contributions	Campaign Focus
Copywriting Creative direction Campaign messaging Social media content Audience-focused communication	Paid & organic social Direct Deposit / early pay Prospective & current members Static, Stories & Reels placements

From Concept to Final Campaign

The creative direction centered on the feeling of excitement and relief that can come with receiving a direct deposit. I proposed an upbeat visual of a person reacting positively to their deposit and developed concise on-image copy designed to communicate ease and convenience.

"Get Paid the Easy Way."

The headline was carried into the final public-facing creative published by RBFCU.

Creative Development - Portfolio-Safe Excerpt

Audience	Prospective members and current members who had not yet switched Direct Deposit to RBFCU.
Objective	Acquisition and product deepening.
Creative Direction	Show a person reacting happily to receiving a direct deposit, with a sense of excitement and relief.
On-Image Copy	Get Paid the Easy Way.

Internal project numbers, campaign budgets, regional spending, scheduling details, internal template instructions and other non-public operational information have been intentionally omitted.

Published Campaign



Final social media creative as published by RBFCU. The finished post reflects the campaign's benefit-focused messaging and the on-image headline developed during the creative process.

Skills Demonstrated

Social Media Copywriting: concise, benefit-focused financial messaging.

Creative Direction: translating a marketing objective into visual and messaging direction.

Audience Awareness: tailoring messaging to prospective and current members.

Cross-Platform Marketing: developing content for paid and organic social placements.

Financial Services Marketing: working within brand and disclosure requirements.

Portfolio note: This case study presents selected public-facing work and a rewritten, portfolio-safe summary of the creative development process. It does not reproduce the full internal creative brief.