



## Marketing Audit + Marketing Plan = Success! Client Success Story: Fort Campbell Federal

Having served the military since 1954, Fort Campbell Federal Credit Union adopted a community charter five years ago. The senior management team knew it created unique marketing challenges to expand and retain membership. After several years of little membership growth, the CEO called on LemmonTree Marketing Group to increase their lending portfolio and determine their next step in improving their membership numbers.

**The solution?** A Marketing Audit to uncover opportunities and a Marketing Plan to rev up their marketing engine and increase their loan numbers.

### Uncover Opportunities with a Strategic Marketing Audit

The Marketing Audit at Fort Campbell Federal included reviewing member relationships, products and services offered, and demographics available as well as on-site branch visits and staff interviews to assess branch operations and internal departments. Added to this review was an in-depth discussion about marketing strategy and goals with senior management.

The value of this in-depth objective analysis? A fresh pair of eyes can go a long way in realizing opportunities to strategically grow credit union business. Plus, the Credit Union received an actionable report with analysis and recommendations to move forward and make changes that would best sustain growth and drive their loan portfolio. Most importantly, LemmonTree experts uncovered the magnitude of keeping the "Fort Campbell" name at the credit union. The army post is such a major economic engine in Kentucky and Tennessee; it would be a mistake not to capitalize on that opportunity!

### Set Opportunities into Motion with a Strategic Marketing Plan

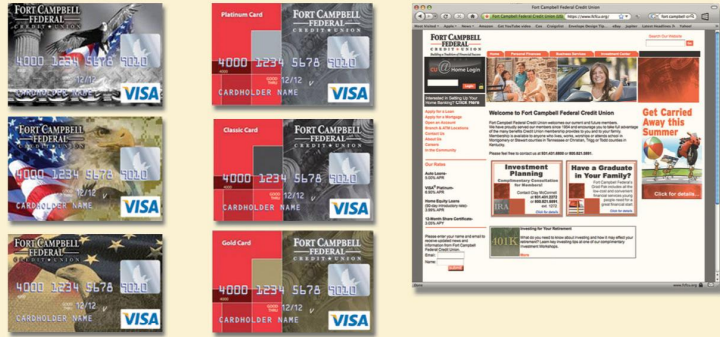
After the Marketing Audit was presented to senior management, Fort Campbell Federal was ready to place the recommendations into a plan. From an updated brand image and logo to implementing marketing campaigns to promote their loan products, LemmonTree helped plan and execute marketing strategy every step of the way.

**The results?** More consistent marketing on target with the Credit Union's corporate goals; asset growth from \$239 Million in December 2006 to \$253 Million in December 2007; and ROA jumped from 79.62 to 82.40 from 2006 to 2007! LemmonTree also helped Fort Campbell Federal **double their overall loan portfolio** and achieve a **46% increase** in their loan dollars!

Year	Overall Loan Portfolio	% Increase (in Overall Portfolio)	YTD Loans (Same Time Period Each Year)	Dollar Value	% Increase
2005 - June	\$119,492,504		1495	\$24,208,642	
2006 - June	\$131,017,546	10%	1659	\$25,190,300	4%
<b>2007 - June</b>	<b>\$157,082,634</b>	<b>20%</b>	<b>2336</b>	<b>\$36,698,634</b>	<b>46%</b>

Shown here is Fort Campbell Federal's new brand image:

**FORT CAMPBELL  
FEDERAL**  
CREDIT UNION  
*Building a Tradition of Financial Success*



If you are ready to jumpstart your marketing with improved strategy and implementation and get the results you need, email us at [7solutions@lemmontree.com](mailto:7solutions@lemmontree.com) or call us toll-free at **888.536.6243** today or email . It is never too early to start planning for 2009 and a Strategic Marketing Audit is the perfect starting point!

**LEMMONTREE MARKETING GROUP**  
*Refreshing Marketing Solutions...Redefining Results since 1984.*  
888-536-6243 or visit [www.LemmonTree.com](http://www.LemmonTree.com)!