

Success Story: Virtual Marketing Department



“Last year as I began developing strategies to achieve our strategic goals. LemmonTree came to mind, so I contacted them to assist with our marketing plan and the rest is history! From branding to promotional campaigns, their work is high quality and always delivered on time. Plus, the people are great to work with. We are proud to call LemmonTree part of our team!”

*Charles Faulkner, President/CEO
Jefferson County Employees Credit Union*

The Issue:

Jefferson County Employees Credit Union wanted to create a strategic marketing plan for more consistent marketing and needed help implementing the marketing promotions and projects.

The Solution:

LemmonTree developed a 2007 Marketing Plan for the Credit Union including several key aspects. One was to develop a consistent brand identity across all marketing communication to members, including enhancing the website. In addition, to jumpstart the marketing flywheel at JCECU, LemmonTree recommended promotions across the year that matched the branding to be easily recognizable to members.

The Results:

A happy client and a jumpstart in deposits and loans. Plus after LemmonTree joined the team, JCECU saw a 3.12% membership growth from September 2006 to September 2007. A real improvement from the membership decline experienced from 2005 to 2006!

Pictured to the right is the brand image concept chosen by JCECU and the 3rd Quarter promotion that utilized the new “look!” To check out their new, easy to navigate website we created, click to www.jcecu.org.



**We
You'll** ~~Marketing~~ **The Results**



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