



Success Story E-Marketing



Michigan First Credit Union Gets Results with MoneyWorks Reminder Card

Event - Enterprise Car Sale

The client chose to send an e-card reminder to members on the Thursday prior to the sale. This final touch to members led to over 200 'click-throughs' for more information on the car sale. The credit union reported that this year the number of loans increased from a total of 20 to over 50 the day of the sale!

Want to Begin?

First, design templates are created to match your credit union's other marketing materials. The next step is to download and clean-up e-mail address information for your database. That's how easy it is!

Give us a call at 888-LEMNAID (536-6243) or send us an [e-mail](#) to get more information!

*Get connected with Your Members Online
TODAY!*



Ride the wave of results...
with LemmonTree Marketing Group

*of Refreshing Marketing Strategy
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Where Their Members Visited After the E-mail:

Below you will see an example report of member click-throughs by the links associated with a particular e-card:

Newsletter Link Detail Report

Subject: Enterprise Car Sale Reminder

Broadcast Date: 09-25-03

Broadcast to 6,857 Member Emails

Link URL	Hits
www.michiganfirst.com	156
HomeBanking page	28
Rates	25
Online Loan Application	10
Contact Us	9
BillPay	5
<hr/>	
Total as of 10/08/03	233