



Success Story Slow Loan Growth



ISSUE: Slow Loan Growth and the Marketing Manager was going on maternity leave.

SOLUTION: Developed loan promotion plan with an ongoing theme and marketing campaigns using MCIF for mailing profiles, tracking of business captured and return on investment. Plan detailed marketing efforts for the next 4 months, CEO then asked to have it completed through end of the year.

First Campaign Example:

- **Mailed:** April 2003
- **Targeted:** 7,000 households for a Home Equity or Mortgage Loan
- **Profile:** Ages 30-59, with a total household balance (deposits and loans) over \$5,000, no Home Equity product

Results: By June 30th, 980 households responded to the promotion, and 94 of those opened a Home Equity Product

Costs:

Recovery of Marketing Costs: Projected home equity loans needed to recover marketing costs:
4 @ 5.5% with \$19,400 balance

Projected ROI: Using MCIF, Annualized Profit of over \$5,000, projected to 60 Home Equity Loans (across both Fixed and LOC)

Actual Response: 96 Home Equity Loans, \$2,222,525, at an average of \$23,182

Additional Business: By June 30, 2003, from households in mailing:

- Total new loan dollars: \$5,682,959
- Total new deposit dollars: \$4,250,899

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