



LEMMONTREE
MARKETING GROUP

NEWS Release

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YouTube Newest Venture for Marketing Agency

07/21/08 Tempe, AZ ó To try their hands at a new medium, LemmonTree Marketing Group (www.lemmontree.com) released a short film, öBehind the Scenes at LemmonTreeö on YouTube.com. The marketing consulting firm has a national base of clients and thought the humorous short film would be a way to give clients a glimpse of the company either on YouTube.com or by visiting www.lemmontree.com/day_at_lemmontree.html.

After a mention of the short film in an e-news to a list of 400 clients and agency contacts, there were almost 150 clicks in just two weeks on YouTube and the landing page at LemmonTree.com.

öWith just a mention in our free Marketing Tips e-news, we saw a lot of activity and confirmed how important it is to take advantage of all the opportunities to communicate online,ö says LemmonTree founder and President, Nicolette Lemmon. öIf we recommend something to clients, we practice what we preach and personally experience the popularity of YouTube.ö

The director and production of the short film was Anthony Miles, owner of 4th Wall Television and Film Productions (www.4thwalltvandfilm.com).

LemmonTree Marketing Group, a division of LemmonTree Enterprises, Inc., has provided marketing, management, and market research consulting to credit unions nationwide since 1984. The firm also runs the Credit Union Marketing University, an academically-based program with two tracks for marketing professionals in the credit union industry. Offices are located at 3010 South Priest Drive, Suite 103, Tempe, Arizona, 85282.

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Fact Sheet - LemmonTree Enterprises, Inc.

- **LemmonTree Marketing Group**, a division of LemmonTree Enterprises, Inc., has provided marketing, management, and market research consulting to credit unions nationwide since 1984. Located at 3010 South Priest Drive, Suite 103, Tempe, AZ, 85282. For information: www.lemmontree.com or 888.536.6243.
- **Lemmon Publishing Group** was created in 1996 to publish books, training videos, manuals, and offer other products. While several are for the credit union market, products are also available for personal and small business marketing online at www.lemmontree.com. The newest book was recently introduced was Successful Marketing Strategies, A Credit Union Manual with a CD tool. For information: www.lemmontree.com or 888.536.6243.
- **Credit Union Marketing University** was established in 2003 with two tracks of academically-based training. The week-long course is offered twice a year, February and September, to credit union marketing and management executives interested in building more strategic marketing plans and improving marketing return on investment. Graduates earn continuing education units from Arizona State University, Tempe, Arizona.