



Want to Reach More People Online?

People are shopping and using mobile technology more, so be there!

Extend Your Reach across Multiple Screens

The best digital marketing is strategic, affordable and trackable!
Here are the benefits:

- **Market to Your Community Charter Area** - Target zip codes that you serve, not a huge media area that may waste your marketing dollars.
- **Reach Out First** – Get in front of consumers instead of waiting for consumers to come to you!
- **Have a Target of Likely Prospects** – Use demographic and consumer interest information for enhanced targeting for specific products.
- **Track Results** – Easy to read reporting brings you results of impressions and click-throughs to know if your marketing message is attracting attention.
- **One Call to be Anywhere on Mobile, Tablets & Laptops** – Add digital marketing with ease and knowing that it's not just throwing something out there hoping you're doing it right!

It's Easy to Get Started

If you get started today, within days you can be:

- Engaging consumers in your community through 10,000 national, local, regional & specialty sites
- Reaching consumers in all purchase stages
- Moving traffic to your website



“Stop looking at your business as physical, web and mobile. It’s about consumers and the only thing that matters to consumers is the one screen that is in front of them. (What devices they are addicted to!)”

–CTRL ALT DELETE, Mitch Joel



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Digital Marketing

Refreshing solutions to
increase your online presence



The Package

The suggested starting point is as little as \$1,000 per month for 6 months to get into digital marketing is below:

- Digital advertising within a specific target
Example: 10 miles from a branch location, ages 25-54
- Web Ad Design (2 sizes) with URL for Special Landing Page
- Reporting on Activity
 - Reach in terms of overall impressions and by type of ad
 - Click-throughs to your landing page



Do you have the ability to attract new members to join online?

Ready to shift to the digital space? The key is to simplify the ways to do business with your credit union, so we can help with:

- **Ease of Use** – Shop your current system to identify a better visitor experience to open an account, apply for a loan, or find information they want to make a decision.
- **Engaging Prospects** – Create a good, easy to use online membership microsite and website fueled with good content to enhance the new member experience.

Call 480-967-1405 to set up your digital marketing webinar today!



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6220 E. Thomas Rd, Ste 303, Scottsdale, AZ 85251
480.967.1405 • 7solutions@lemmontree.com • www.lemmontree.com