

Ingenex Delivers Specialized MSU Digital Marketing Education for Credit Union ONE

CEO and Instructor Derek Mehraban brings New Media Drivers Licensesm Training from the Classroom to the Boardroom

Ann Arbor, Mich. -- January 5, 2010 – Ingenex, a Michigan-based digital marketing, web design and search optimization firm, is offering a valuable new service for Credit Union ONE in the form of specialized digital marketing classes that will teach strategies and best practices for clients using new media technology to connect with customers and drive new business.

“Credit Union ONE is the first Ingenex client to go through the New Media Drivers Licensesm training, and we are sure they will gain immense experience in the world of digital marketing,” said Ingenex CEO Derek Mehraban. “A solid understanding of digital marketing strategy is essential for any company that wants to be successful in the modern age of business, and Ingenex is looking forward to offering this training for our clients moving forward.”

In addition to his role as chief executive officer for Ingenex, Derek Mehraban teaches the New Media Drivers License course in its standard form in Michigan State University’s Department of Advertising, PR and Retailing (APRR). The corporate version of the course brings the same rigorous digital marketing training from the classroom to the boardroom and represents a new service offering for the digital marketing firm.

“Credit Union ONE recognizes the growing impact of social media in supporting the needs of our members. No matter the venue, our members’ questions and comments need to be reviewed and responded to quickly. Becoming better educated by understanding the latest trends and best practices will allow us to craft and execute a more effective social media strategy.” said Chad Knott, E-Commerce Manager at Credit Union ONE. “By partnering with Ingenex, which has a reputation as a local leader in digital marketing, and the Michigan State University department, we are confident we will take the lessons from the new media course and apply them directly to our day-to-day business.”

The New Media Drivers Licensesm class meets in person twice per semester in a large classroom at Walsh College's Novi campus, which the MSU department uses for its off campus instruction. Extensive assignments are provided and returned for grading weekly through the various new media about which they are learning in the course. The courses cover such subjects as blog development, digital public relations, professional social networking and search engine optimization.

About Ingenex Digital Marketing:

Michigan based Ingenex is a Digital Marketing firm that provides a full suite of Digital Marketing services including Interactive Branding, web site design, search engine optimization, pay-per-click management, optimized public relations, social media marketing, email marketing, web-driven event marketing, podcasting and blogging. To learn how Ingenex can help you connect with your customers, contact us at 734.272.4698.

For more information visit the Ingenex Digital Marketing web site

<http://www.ingenexdigital.com>

About Credit Union ONE

Credit Union ONE, headquartered in Ferndale, Michigan for over seventy years, offers a wide array of financial services and access to over 25,000 ATMs nationwide, serving 115,000 members, with nineteen offices in three major metropolitan areas, including Metro Detroit, Grand Rapids and Traverse City. For more information, visit <http://www.cuone.org>.

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