

Best Practices for Marketing in a Socially Distant Environment

Mortgage Industry Service Providers

Like many other sectors of our economy, the mortgage industry has experienced an onslaught of cancelled conferences, though they should start to resume slowly in the months to come. At the same time, business travel is limited, with most meetings happening virtually. So, how can B2B companies in the mortgage industry replace important in-person interactions moving forward? A well-defined marketing strategy can help in the months and years to come.

7 IMPACTFUL WAYS TO REACH YOUR TARGET MARKET



Update your website



Engage on LinkedIn



Consider live video



Create compelling content



Record videos



Develop webinars



Utilize email blasts

A STRATEGY BUILT ON PROVEN TACTICS

97%

Companies that blog receive 97% more links to their websites

65%

65% of senior executives navigate to a site after viewing a YouTube video

80%

80% of video marketers claim that video has directly increased sales

15-2

Videos that are between 15 seconds and 2 minutes have the highest view rates

80%

80% of B2B leads come from LinkedIn

21%

21% of sent emails are opened within the first hour of delivery

3 COMPELLING CONTENT DOESN'T HAPPEN BY ACCIDENT



Use FAQs from customers and prospects



Ask executives what they are hearing



Conduct online research



Find out what industry publications and associations are talking about



Use online tools

3 THREE REASONS TO ACT NOW:



Remain top-of-mind with prospects and customers



Outmaneuver your competition



Build your brand's value

Connect With Us

For more information about Seroka and how we can help you with your marketing strategy, call 866.379.0400, email info@seroka.com or visit seroka.com

