

Best Practices for Marketing in a Socially Distant Environment

Mortgage Lenders

Even though refinances are through the roof right now, that does not mean your marketing efforts should slow down or stop all together as rates will eventually go up. Having less of a presence or no presence at all in the marketplace can hurt your ability to recruit and build referral relationships. Executing a well-defined marketing strategy can help ensure your success in the months and years to come.

2 IMPACTFUL WAYS TO REACH YOUR TARGET MARKET



Update your website



Utilize email blasts



Get social



Consider live video



Create compelling content



Record videos



Develop webinars



Get acquainted with direct mail

A STRATEGY BUILT ON PROVEN TACTICS

97%

Companies that blog receive 97% more links to their websites

47%

47% of people in the market for a service or product view 3 to 5 pieces of content before engaging with someone at a company

80%

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

15-2

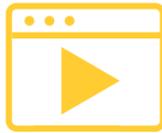
Videos that are between 15 seconds and 2 minutes have the highest view rates

80%

80% of B2B leads come from LinkedIn

21%

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



Video has become the most used format in content marketing, overtaking blogs and infographics

3 COMPELLING CONTENT DOESN'T HAPPEN BY ACCIDENT



Use FAQs from customers and prospects



Ask loan officers 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



SEROKA
BRAND DEVELOPMENT