

## **Mortgage Marketing Manifesto -- Top Priorities: First 90 Days**

**1. Launch a Mortgage Marketing Website w/ Professional Grade Conversion Rate Optimization (C.R.O.) -- without this FOUNDATION, none of your marketing will produce the results it should.**

EXAMPLE OF IDEAL MORTGAGE MARKETING WEBSITE: <http://iSanDiegoMortgage.com/>

Mortgage Marketing Website w/ C.R.O. including individual content + lead generation funnels for:

- Purchase
  - Refinance
  - Rate Quote
  - 30 Year Fixed
  - 15 Year Fixed
  - Adjustable Rate
  - FHA
  - VA
  - Jumbo
  - 203K
  - USDA
  - HARP
  - Reverse
- 
- Main Website Must Be Responsive / Mobile-Ready
  - Built-in Automated Follow Up System -- newsletter, drip, autoresponders, automation tools
  - Referral Partner Showcase -- strengthen existing relationships & create new networking partners from chamber of commerce, BNI, etc.
  - Proper SEO & Title Tags -- [link to MAP](#)
  - Loan Application Center
  - MLS Search Lead Generator
  - Home Values Finder Lead Generator
  - Insurance Lead Generators
  - Automated Credit Repair System
  - Social Network Integrations

2. Monthly e-Newsletter C.R.O. -- if you have one, Funnels & C.R.O. need to be integrated, if not -- setup Email Fire™. To learn more about Email Fire™ -- [schedule appointment](#)

3. Digital Marketing C.R.O. -- this needs to be examined; consulting required for all email marketing, landing pages, PPC, SEO, social media, etc. -- [link to MAP](#)

4. Traditional Marketing C.R.O. -- this needs to be examined; consulting required for all direct mail, radio, TV, billboards, events, signage, etc. -- [link to MAP](#) (same as above)

5. Launch Re-targeting -- Facebook + SiteScout -- [link to MAP](#)

6. CRM Integration (if applicable)

7. Local SEO Directory Listings -- Google + Bing -- [link to MAP](#)
8. Review Collection / O.R.M. Strategy (online reputation management)

### **First 180 Days --**

1. 3-5+ New Realtors -- [link to Realtor Co-Marketing eBooks](#) (must be logged into Funnels admin to access this link)
2. 1-2+ New Builders -- ^^^ same strategy as Realtor co-marketing w/ slight adjustments
3. 100+ New Facebook Followers; post 1-2X+ per day
4. 100+ New Twitter Followers; post 1-2X+ per day
5. 50+ New LinkedIn Connections; post 1-2X+ per day
6. Automatically Make Money w/ Home & Life Insurance Leads (affiliate program = earn passive \$ that pays for your marketing) -- [link to MAP](#)
7. Automatically Make Money w/ Poor Credit Leads (2 ways: Borrower Credit Bootcamp to help you close more loans + affiliate program = earn passive \$ that pays for your marketing) -- [link to MAP](#)
8. Automatically Make Money w/ Identity Theft Protection Products (affiliate program = earn passive \$ that pays for your marketing)

### **Year 1: Additional Mortgage Marketing Opportunities --**

1. Email Signature C.R.O. -- add links to select Funnels in your email signature
2. Voicemail C.R.O. -- [link to MAP](#)
3. TY Page Optimization -- welcome videos and/or other value-added content; incentives/goodies like ebooks, contest entry, free reports, gift cards, real estate listings, etc. -- [link to MAP](#)
4. Got some extra domain names just sitting around & pointing nowhere? Plug them into Funnels & PagePops and start generating leads with them instead!
5. Use Powerful Online Mortgage Rate Tables. Turn on a quality "mortgage traffic machine" today!
  - Bankrate, a leadPops partner company -- [link to BR Flyer](#)
  - Clicks.net
  - Homes.com
  - Informa
  - Katch
  - Loan Explorer
  - Quinstreet

- Rate Marketplace
- Realtor.com

The leadPops Team works with these companies regularly. To connect with any (or all) of them -- [schedule appointment](#)

## 6. Powerful Niche Mortgage Marketing -- perfect for Mortgage Funnels & PagePops Microsites!

Team up with ledPops to create lead generators for:

- 3% Below Market Interest Rate (3-2-1 Buydown)
- 40 Year Terms
- 95% Financing, One-Loan, No Mortgage Insurance (Lender-Paid MI)
- 97% Financing MyCommunity Loan
- Beach Homes
- CalHFA Benefit Programs (California Housing Finance Agency, for First-Time Home Buyers)
- CalPERS Benefit Programs (California Public Employee Retirement System)
- CalSTRS Benefit Programs (California State Teachers' Retirement System)
- Commercial Loans
- Construction-To-Permanent Loans
- Desert Homes
- Down Payment Assistance Program
- FHA 203k Streamline (or Standard)
- FHA Streamline Refinance
- FSBO (for sale by owner)
- First Time Home Buyers -- zero down, FHA, VA, USDA, 203K
- First-Time Home Buyers Investment Properties, without landlord history
- Foreclosure Bailouts
- Foreclosures
- Foreign National Loans
- Golf Course Homes
- Good Neighbor Next Door Mortgage
- Hard Money
- Home Values for Refi
- HomePath and HomePath Renovation
- HomeReady Mortgage
- Inherited Mortgages
- Interest-Only Payments
- Lake Homes
- Land/Lot Loans
- Loans for Doctors
- Loans for Heros
- Loans for Teachers
- Luxury Homes
- Manufactured Homes
- Mortgage After Divorce
- Mortgage Credit Certificates (MCC) for First-Time Home Buyers

- Mountain Homes
- New Home Listings
- No Income, No Asset Verification (No Doc)
- No Pay Stub, No W2, No Tax Return (VOE Program)
- Non-Permanent U.S. Residents
- Non-Prime (Supposedly "Bad" Credit)
- Piggyback Mortgage
- Purchase a home 1 day after Short Sale! (must be current on mortgage)
- REO Financing (Banks' Real Estate Owned properties)
- Refinance Rate Checker
- Renovation/Rehabilitation Loans
- River Homes
- Same Day out of Bankruptcy Discharge Okay
- Short Sale Financing
- Vacation Homes

...and ANYTHING else you can think of.

Let us know what you want to go after, we'll help you build it! To learn more about using PagePops Microsites with Funnels 2.0 -- [schedule appointment](#)

7. Open House Lead Generation -- registration lead generator, dream home finder, pre-approval, home values, unlock exclusive listings, etc.

8. Real Estate Listing Sign Marketing - Get Pre-Approved 24/7 @ 247Approved.com! Much more effective for QUALITY LEADS than text message based listing lead capture tools --

<https://www.buildesign.com> (no affiliation to leadPops)

**Get Pre-Approved 24/7!**  
**www.247Approved.com**

^^^This is an example of a real estate sign rider used by mortgage pros. Not an actual domain name we're using or promoting.

9. Craigslist & other free directories -- get free traffic & leads when coupled w/ Funnels & landing pages

10. Still using an email address with @hotmail.com, @aol.com, @gmail.com? Fix it now!

11. Putting your company's name and logo on everything without branding YOU? Fix it now!

12. Get SEO juice / links back from referral partners (with correct link anchor text to get SEO value)

13. Signage / Stickers w/ domain -- office, vehicle, license plate holder, etc.

14. Sponsor local school, church, little league, golf tournament, martial arts, etc. (signage / goodwill opportunity)
  15. Create pages/microsites for referral partners
  16. Single Property Website Marketing + C.R.O.
  17. Search Engine Mortgage PPC -- Google AdWords & Bing (\$2K/month minimum spend) -- [link to PPC Cheat Sheet](#)
  18. Social Media Mortgage PPC -- Facebook/LinkedIn (\$500/month recommended minimum spend)
  19. Movie Theater Events and/or advertising --
    - a. Advertise on screen before a film
    - b. Rent out theater and invite past clients/referral partners for private showing
      - <https://www.amctheatres.com/business/advertise-in-theatres> \*
      - <http://www.ncm.com> \*
      - <http://www.cinemark.com/advertise-on-screen.aspx> \*
      - <http://www.beforethemovie.com> \*
- \*no affiliation to leadPops*
20. Shopping Cart Advertising -- <http://www.cartvertising.com> (no affiliation to leadPops)
  21. Car Wash / Gas Pump Advertising -- <http://creativedisplays.com> (no affiliation to leadPops)
  22. Local Publications / Magazines -- online & offline ad opportunities
  23. Charity / Donations / Goodwill -- *Get a FREE quote & we'll donate \$100 to the charity of your choice when you close!*
  24. Radio Ads (leadPops mortgage clients are CRUSHING it with radio ads and radio shows)
  25. Pandora -- <http://advertising.pandora.com> (no affiliation to leadPops)
  26. Costco / Stadium / Event / Wedding / Convention Center / Polo Games--
    - Canvas vehicles with flyers advertising relevant niche loan product + incentive for rate quote or pre-approval
    - Network with wedding and event planners
  27. Stationary / Calendars / Pens & Pads / Magnets (swag) --
    - <http://www.pinnaclepromotions.com> \*
    - <http://jnishop.nadel.com> \*

*\*no affiliation to leadPops*

28. Use automated, personalized gifts & follow up -- <http://www.sendoutcards.com> (no affiliation to leadPops)

29. Advertise on Content Distribution Networks -- (about) <https://moz.com/blog/maximize-roi-via-content-distribution-networks> (no affiliation to leadPops)

- <http://www.outbrain.com> \*
- <https://www.taboola.com> \*
- <http://www.gravity.com> \*
- <https://www.adblade.com> \*
- <http://www.zemanta.com> \*

*\*no affiliation to leadPops*

30. Use Pop Ups / Pop Unders -- automatic page abandonment and exit intent triggers that make special offers and save leads (that would otherwise bounce without giving you anything)

31. Affinity Marketing -- team up with other local service providers and professionals to land large employer accounts offering an employee benefits program; get featured placement as a preferred mortgage expert in corporate intranets, email marketing campaigns, company events, and much more!

32. <https://SuperCalc.io> -- coming summer 2016!

33. Start using awesome, life-changing marketing efficiency tools like --

- Email Marketing & Automation by Email Fire™ -- <https://leadpops.com/email-fire>
- Live Chat by ZopIM -- <https://www.zopim.com> \*
- Heatmaps, Click Tracking, Visitor Screen Recordings by HotJar -- <https://www.hotjar.com> \*
- Exit Intent Pops Ups by OptiMonk -- <https://www.optimonk.com> \*
- A/B Testing by Optimizely -- <https://www.optimizely.com> \*
- Banner Ad Creation by Canva -- <https://www.canva.com> \*
- Real-Time Lead Data Validation by XVerify -- <http://www.xverify.com> \*
- Attach a Branded Call-to-Action to Every Link You Share -- <https://snip.ly> \*
- Awesome Social Media Sharing by Buffer -- <https://buffer.com> \*
- Screenshot & Screencast Software by TechSmith -- <https://www.techsmith.com/jing.html> \*
- Screen Sharing & Conference Software by Join.me -- <https://www.join.me> \*
- Customer Bookings Straight into Your Calendar -- <https://youcanbook.me> \*
- Keyword Research & Competitor Search Engine Data -- <https://www.semrush.com> \*

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***...and a whole lot more coming soon :)***