

TJ SAM MORTGAGE: A 4-CHANNEL ADVERTISING PLAYBOOK

This infographic breaks down a multi-channel advertising strategy for a mortgage business. Each channel plays a distinct role, from building B2B referrals and capturing high-intent searchers to creating long-term assets and nurturing low-cost leads.



LINKEDIN: THE ENGINE (FOR B2B REFERRALS)



Deal Autopsy Posts
Detail a "difficult deal" you saved to prove competence to real estate agents.



Co-Branded Asset Ads
Offer downloadable guides that agents can give to their own clients (e.g., a Buyer's Guide).



Webinar Invites
Host educational events for agents on niche products that help them sell more homes.



ORGANIC SEARCH (SEO): THE ASSET (FOR BUILDING AN AUDIENCE)



"Ultimate Guides"
Create long-form blog posts that answer common top-of-funnel questions.



Hyper-Local Service Pages
Build pages optimized for specific local searches like "Dallas Mortgage Broker".



Google Business Profile
Systematically audit client reviews and pre-populate the Q&A section with expert answers.



GOOGLE ADS: THE HUNT (FOR HIGH-INTENT BORROWERS)



Niche-Specific Search Ads
Target specific borrower profiles like "mortgage broker for doctors in Houston".



Problem-Solution Ads
Target users searching for solutions, such as "using home equity for renovations".



"Best Of" Local Search Ads
Capture users searching for local authority, like "best mortgage broker in Austin".



META (SOCIAL MEDIA): THE FARM (FOR NURTURING LEADS)



Lead Magnet Ads
Offer a free educational guide (e.g., FTHB Guide) in exchange for an email.



Life Event Targeting Ads
Target users based on life events like "Newly Engaged" or "Recently Moved".



"Mortgage Check-Up" Retargeting
Serve ads to your past clients suggesting an annual review to drive retention.