

A GUIDE TO

# Driving Your Mortgage Business With Social Media

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**A**s mortgage demand surges to historic highs, home purchase and refinance markets remain hot with no signs of slowing down. This is excellent news for loan officers, but it also means the environment is more competitive than ever.

The options are varied -- from traditional banks to digital direct -- and consumers are more willing to shop around.

The pandemic changed consumer behavior -- enhancing comfort with technology and reducing our ability to meet face-to-face. While public health circumstances will change, consumer

behavior is likely forever altered. Simply put, loan officers can't solely rely on traditional tactics to win business and get a leg up over the competition.

As competition builds higher than ever, how can marketers ensure that their loan officers stand out? The answer is social media. Social media has already become an essential part of the mortgage lending business and consumers expect technology to be part of the homebuying process. For example, more than a third of today's buyers prefer a virtual tour to an in-person experience, according to Zillow.

Successful marketers have recognized the value of social channels for establishing brand reputation and connecting with the communities they serve, but in a market that's more competitive than ever before, social media strategies must be more competitive too.

## IT'S TIME TO LEVEL-UP YOUR SOCIAL STRATEGY.

Denim Social recommends these four strategies:

- ✓ Activate Loan Officers on social media
- ✓ Drive interest with paid social media
- ✓ Use content to educate and engage
- ✓ Drive conversions with post-click experiences

Keep reading to learn how you can help your loan officers build strong relationships, stand out from the crowd and win more business.



# Activate Loan Officers on Social Media

Think about your own social media experience: Are you there to hear from brands or your friends? It's all about human connections and audiences pay more attention to individual people on social media than to brands. That's why a social selling approach, in which individual loan officers share branded messages on their own social media profiles, is essential.

Any social media marketer is interested in growing reach and amping up engagement. You already have the best resources to make it happen on your team -- your loan officers. Posting to your brand channels is great, but your employees and their channels are the secret to breaking through. Not only do they have a 10x greater reach on average, according to LinkedIn, they can grow your engagement quickly.

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***The reality is, consumers are more likely and interested to engage with another human vs. a brand.***

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This doesn't mean your brand channel is doing a bad job – it's human nature to look for personal connection and the platform algorithms favor person-to-person engagement over brand-to-person.

Not only can social selling help improve your reach and engagement, employees are pivotal for building trust in your brand. Remember, a home purchase is likely the biggest financial decision of someone's life and that means TRUST MATTERS. Sadly, according to research from the Edelman Trust Barometer, 41% of consumers don't trust brand marketing to be accurate or truthful. This means we have to find another way.

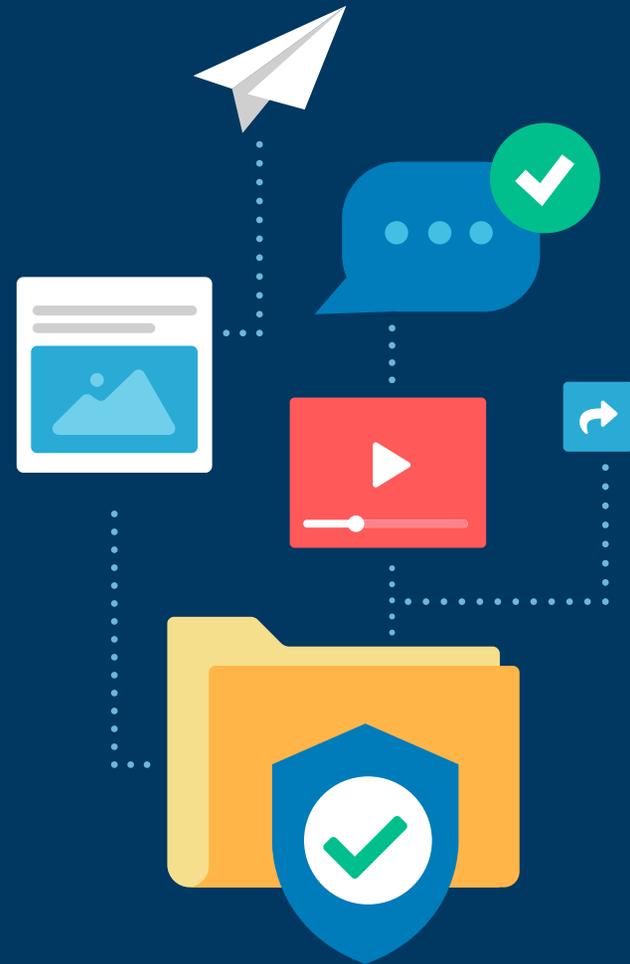


## The reality is, people trust people, not brands.

By using loan officers on social media you're putting a friendly face behind your brand. This more human approach can help build trust in your brand.

Marketers can help loan officers carry out their own successful social media strategies by arming them with educational content that their audiences will find useful. With the right social media management tools, like those offered on the Denim Social platform, marketers can store pre-approved content in a digital library, and loan officers can access it easily and frequently to share with their social media followers.

What's more, if each piece of content gets the compliance team's sign-off before going into the library, the marketing team can rest easy knowing loan officers aren't overstepping any regulatory red tape.



**With technology that streamlines management and protects compliance, there's no reason not to activate your loan officers on social media.**



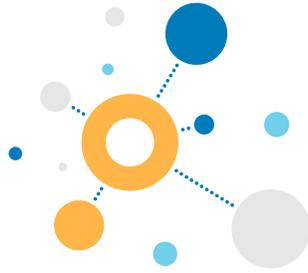
## Drive Interest With Paid Social Media

A compliant, organic social selling strategy is an important foundation — but to truly get ahead of the rest and capture more mortgage business, you'll need the support of paid social advertising.

But social media is great because it's free, right? While in its early years, all it took was great content to make a viral hit, the landscape has changed. The platforms have updated their algorithms to make branded content less visible, unless you're willing to pay, of course. Luckily social media advertising is low budget and high return.

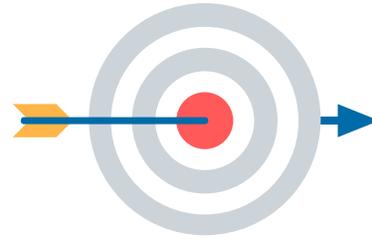
On the whole, paid social media can help your brand maximize your advertising budget by serving ads to the right people, in the right places and at the right times. Cut the waste!

It takes experimentation to determine the right paid strategy for your brand, but here are areas we're seeing mortgage lenders have strong results with paid social.



### **AMPLIFYING THE REACH OF YOUR BRAND AND LOAN OFFICERS:**

By amplifying individual posts with a few dollars you can ensure more people are seeing your content and engaging with it. This also offers the opportunity to customize your ad-buy to existing followers or to get out their fish for new followers and customers.



### **BEING THERE AT THE RIGHT TIME:**

As your loan officers can attest, timing can be everything. Whether it's the outset of spring buying season or catching a family as they're quickly growing -- it's important that your loan officers can show up in social media feeds at the right time. Paid can help them intersect these moments and with an ad coming from a person vs. a brand, you have the perfect opportunity to marry relevance with human connection.



### **PROXIMITY-BASED MARKETING:**

If your loan officers serve a specific geographic area, you don't have to waste your ad dollars focusing outside of those physical bounds. Unlike traditional mediums like radio or television advertising, social media advertising allows you to "fence" where your ads are served and focus your dollars only on the areas that matter.

Managing multiple ad campaigns can be a headache, especially if you're operating at the brand and loan officer levels. But it doesn't have to be unruly, software can help.

# Use Content to Educate and Engage

Whether an organic social post or a paid ad, the content your loan officers share on social media can both help spark an interest in their services and position them as the trusted expert to turn to when it's time to buy or refinance.

Don't underestimate the power of your loan officers' expertise. Consumers are hungry for education around big financial decisions, like buying a home. A 2019 national financial literacy poll showed that 10 percent said they were not confident in the last significant financial decision they made. When a 2020 survey asked over 1,000 American adults who they turn to for trusted financial advice, almost 25 percent said they had no one to turn to.

This is an opportunity for your loan officers to establish trust through social media. Arm them with articles, guidebooks, blog posts, and more to help educate audiences on the unique opportunities in today's market and how they can save a lot of money.

This is both an opportunity and a great responsibility. Social media is flooded with misinformation and misleading data, and your audience members likely know this. To become a trusted source, be highly selective in choosing accurate, useful and relevant third party news to post on your branded social media pages. Be mindful to use content only from credible news sources and avoid political bias.

By helping followers understand what they have to gain from a home purchase or refinance, loan officers can set the foundation for many trusting, lasting client relationships.

*25% of americans say they have no one to turn to for financial advice.*

**If you're overwhelmed at the prospect of creating and find content for your loan officers, [talk to the Denim Social team](#) about our content curation services.**

# Drive Conversions With a Post-Click Experience

When loan officers share targeted, relevant content on social media, they'll get their audience's attention — but what happens next? Give interested prospects a clear path -- a “post-click” experience -- to further engage with your brand with landing pages.

Build landing pages on your website to correspond with each of your social campaigns. For example, the social selling strategy to reach first-time homebuyers could lead prospects to a landing page where they can download a guidebook on securing their first mortgage. You can create a capture form that asks for their name, email, and phone number in return for the download.

Feeling uneasy about collecting customer information? Customers want this level of personalization, and they're open to the idea of trading

their information for it. In fact, more than three-quarters of consumers in one recent insurance industry study said they would be willing to give more personal data in return for more tailored services. When customers submit their contact information through a form to download the content on your landing page, not only are they getting tailored content, but you're getting data that can fuel more personalized outreach directly to primed prospects. And that leads to higher conversion rates.

## WHAT'S A LANDING PAGE?

Landing pages are targeted web pages that allow visitors to arrive at your site in the exact place they want to be. It's the best way for financial institution marketers to quickly and easily offer content that meets the specific needs of various target audiences.



# Feeling inspired? Fired up? Overwhelmed?

With a market more competitive than ever, it is essential for your mortgage team to activate a strong social media strategy.

Denim Social can help your team make the most of social media with tools to:

- ✓ Manage organic publishing
- ✓ Source content
- ✓ Activate paid campaigns
- ✓ Build landing pages
- ✓ Stay in compliance



*If you're interested in seeing the Denim Social platform in action, [click here to sign-up for a demo.](#)*