

YOUR

2024

INTERNET

MARKETING PLAN

For Mortgage Brokers



**Mortgage Broker
Marketing .com** 

SEO | PPC | Web Design | Social



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Marketing .com**

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Tripling Your Online Sales

by Getting Your Internet Marketing
Done the Right Way

*If we fail to plan...then we are planning to fail.
- Benjamin Franklin*

OBJECTIVE

- Set Clear Goals & Targets for the Year
- Realign KPIs & Tracking to achieve outcomes
- Map out our PLAN for accomplishment
 - Budget
 - Channels
 - Important Trends
- Set you up for massive success in the 2024 & Beyond

ACCELERATED GROWTH MODEL



2024 Plan

Current Snapshot


- Average Monthly Revenue
- Typical # of calls per month
- Average transaction value

2025 Goal / Future Vision (December 31, 2025)

- Annual Revenue
- Lifetime customer value
- Why?

Key Targets

[Click Here To Open Up Worksheet](#)

 Mortgage Broker Marketing .com SEO PPC Web Design Social	
<h2>Lead Generation Target Planner</h2>	
Step 1: Revenue & Closed Loans Target	
Annual Revenue Goal / Target	\$3,000,000.00
Monthly Revenue Target	\$250,000.00
What is your average transaction value?	\$4,000
How many closed loans would be required to hit your monthly goal?	63
Step 2: # of leads required to hit target	
What is your average conversion rate from caller/lead to closed loan?	55%
# of leads needed per month to hit target	114
Average cost per generated lead	\$55
Monthly budget required to hit target	\$6,250

YEAR END TARGET

- Revenue –
- # of Leads per month –

Your Digital Marketing Strategy



The Digital Dominance Method

REPEAT & REFERRAL

Your local customers are likely to want to refer you to friends and family. Rewarding them for their efforts is a win-win for your business.

SEO

Boost business visibility and traffic with effective SEO strategies, enhancing your online presence and attracting potential customers.

PPC

Google and Bing Ads put you at the top of the search results page so customers can find you faster.

EMAIL MARKETING

Sending a monthly email to your customer base allows you to provide value in the form of a deal or just a thoughtful reminder that you're there for them.

PAY PER LEAD

Pay per lead services like Google Ads, Google Call Ads can help you grow your business.

ONLINE DIRECTORIES

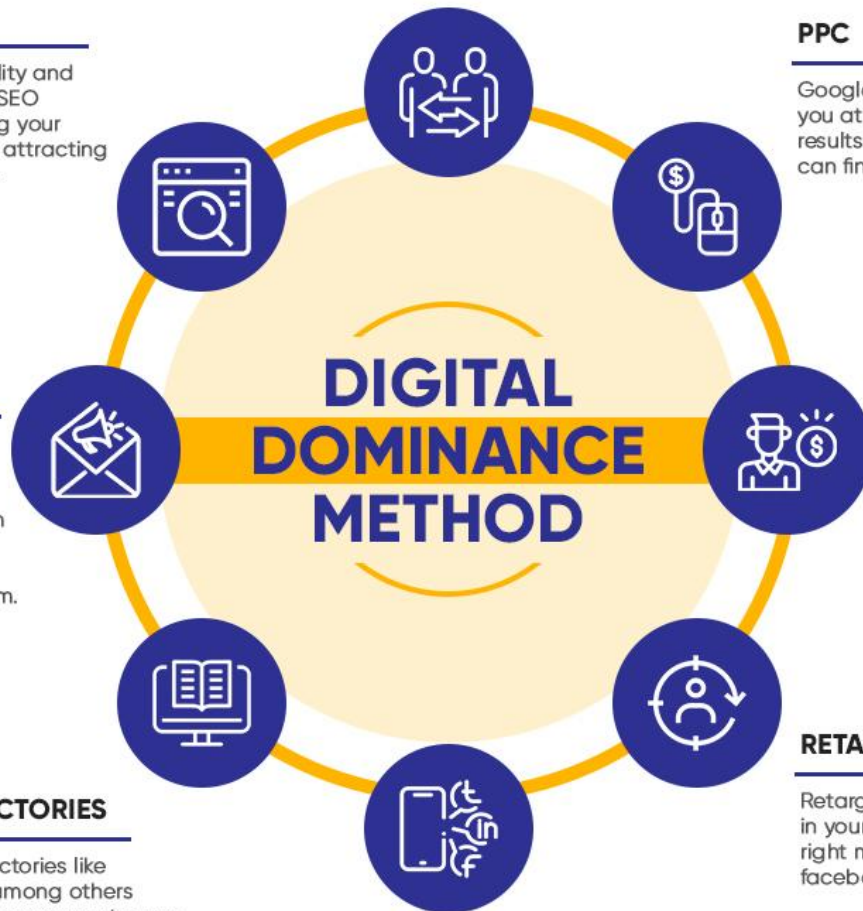
Local online directories like Yelp and Zillow among others are another place your customers can find you.

SOCIAL MEDIA

An active presence on social media sites where your customers hang out is an opportunity too.

RETARGETING

Retargeting puts your business in your customers' path at the right moment on places like facebook.



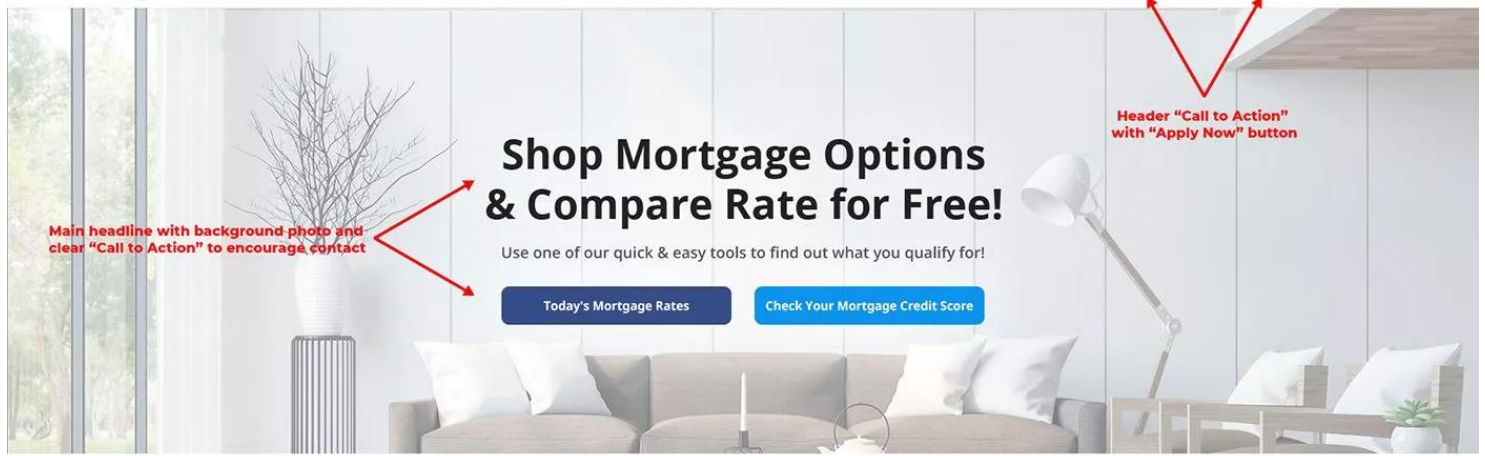
Website Review



- About
- Loan Options
- Purchase
- Refinance
- Resources
- Blog
- Contact

Apply Now

Call us for a FREE Consultation
(954) 359-3000



Main headline with background photo and clear "Call to Action" to encourage contact

Shop Mortgage Options & Compare Rate for Free!

Use one of our quick & easy tools to find out what you qualify for!

Today's Mortgage Rates

Check Your Mortgage Credit Score

Header "Call to Action" with "Apply Now" button

Trust symbols



Premier Fort Lauderdale Mortgage Broker, Florida State Mortgage Group

Florida State Mortgage Group, Inc. was founded to make mortgage financing convenient. A team of seasoned financial masters came together to provide a comprehensive range of financing options to residents, property owners, maiden investors, developers, and more.

Our customer-centric approach to financing focuses on first-time home buyers and US Veterans. Whether you're in search of refinancing an outstanding loan or want to purchase your abode in sunny Fort Lauderdale and other parts of Florida, we come together to make your dreams a reality.

Experience the Difference

We put a special emphasis on **first-time home buyers** and **US Veterans**. This makes navigating the real estate market and mortgage financing in Florida much easier. We provide specialized programs for these categories. These include down payment assistance funds and **Mortgage Credit Certificates (MCC)** programs among others.

We maintain a fast turnaround on applications and utilize online tools at hand to make the process go faster in a streamlined manner. Additionally, we pay close attention to your needs, answering queries and assisting in completing and submitting applications.



Authentic Photo to infuse personality into your website

Stephen B. McWilliam,
President NMLS#375690
"Give yourself a competitive edge in today's Seller's market... same day pre-approvals and loan commitments in 7 days are really possible".



Buyers Guide

Free Mortgage Checklist to help you get started

Home Buying Checklist

Refinance Checklist

Loan Options

We offer a variety of loan programs to help you accomplish your housing goals.

Incredible content about your loan programs & links to each individual loan program

Conventional Loans

Prime loans that are offered in compliance with regulations set by Freddie Mac and Fannie May.

LEARN MORE

Jumbo Loans

With stringent eligibility criteria, jumbo loans accommodate larger mortgage options.

LEARN MORE

FHA Loans

Federal Housing Administration or FHA-backed loans allow homeowners to materialize their dream home.

LEARN MORE

VA Mortgage

VA mortgage loans can be availed by proud military service individuals and their spouses, with without no an upfront payment.

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Condo Loans

Both full-review and limited-review condo loans are available with as little as 3% downpayment.

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Self-Employed Mortgage

Prime financing options for all the entrepreneurs in Fort Lauderdale and adjoining areas issued over proven eligibility.

LEARN MORE

Home Purchase Loans

Home purchase loans for first-time homebuyers, allowing you to get your hands on your new home as soon as possible.

LEARN MORE

Florida Mortgage Credit Certificate

A Florida MCC in Fort Lauderdale allows first-time home buyers and US Veterans to finance their home.

LEARN MORE

Mortgage Refinance

Refinance outstanding mortgage with practical financing solutions available on your application's merit.

LEARN MORE

Why Choose Florida State Mortgage Group, Inc.



Quickest possible application to close. Close in days not weeks or worse, months.



First time and US veteran purchase assistance programs including downpayment assistance and recurring tax credit programs.



Non-bureaucratic application process. Deal with decision makers.

What Our Clients Are Saying

Florida State Mortgage Group, Inc.

powered by Google
★★★★★

Customer Testimonials Section



Scott Yankton

★★★★★

The smartest, most helpful and insightful mortgage loan person I've ever used. On our first attempt to buy he saved us from disaster. On our second attempt he was finished and ready to close before everyone else! Our loan was a VA so we expected it to take extra time...nope. For our next loan we won't use anyone else.



Sean Zamora

★★★★★

Steve McWilliam was a tremendous help in securing my mortgage a few years ago. He's also been a great source of knowledge in the time since. I highly recommend him as someone you can trust.



Jennifer Cane

★★★★★

They actually made obtaining my home loan fun and enjoyable on my part. The process was painless at all I expected it to be. They explained the process well to new buyers (like us) and at the same time keep me in the loop the entire time during the process. They really helped the process go smoothly... [Read more](#)



Hugh Bruder

★★★★★

If your looking for a highly professional, easy to work with and lightning fast mortgage team, then Florida State Mortgage is for you. I wouldn't go anywhere else for my mortgage needs.



Tim Hagley

★★★★★

I'm so happy that we chose Florida State Mortgage Group for our new home loan needs. They were very professional and honest about some hurdles we needed to get through first to get a best deal. I thought that process was long and hard, but it was not. They made it smooth, prompt and easy they guided us on every step... [Read more](#)

Need us to help improve your credit score in order to secure a lower interest rate?

Call us today at **954-359-3000** and experience the difference.

FREE Mortgage Rate Quote!

Place "Call to Action" to encourage visitors to contact you.

Address & Local Schema Markup

QUICK LINKS

[About](#)
[Purchase](#)
[Refinance](#)
[Resources](#)
[Blog](#)
[Apply Now](#)

LOAN OPTIONS

[VA](#)
[FHA](#)
[Conventional](#)
[Jumbo](#)
[First Time Home Buyers](#)
[Self Employed](#)
[Condominium Mortgages](#)
[Mortgage Credit Certificate](#)

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CONNECT WITH US



Social Media Integration



Florida State Mortgage Group, Inc. is an Equal Housing Lender. As prohibited by federal law, we do not engage in business practices that discriminate on the basis of race, color, religion, national origin, sex, marital status, age, because all or part of your income may be derived from any public assistance program, or because you have, in good faith, exercised any right under the Consumer Credit Protection Act. Disclaimer: Programs subject to change without notice. All borrowers must qualify per program guidelines.

Is your website setup to **CONVERT** visitors to callers?

- Does it speak to your target avatar? Does it address their fears and frustrations & speak to why they should choose you?
- Does it have real authentic images of your team to the homepage & throughout the website
- Does it include video elements to your website
 - Website welcome video
 - Video's for loan programs and their benefits
 - Video explaining why someone should contact you vs. the competition
- Does it showcase your online reviews more prominently on the home page with a tool like BirdEye or ReviewBuzz?
- Does it make it easy for them to take action and get in contact with your company?

Get the basics in order

- Phone number in to right hand corner
- Ensure that there is a web form that customers can fill out
- Add credibility with Authority Symbols (BBB, Yelp, etc)
- Update the Calls To Action on each page to ensure you speak to your customer Avatar & tell them exactly what to do next.
- Are you giving them the opportunity to engage via Chat?
- Are you leveraging marketing automation & SMS to maximize your lead conversion rates

Primary KPI -

- Does your website convert visitors to leads (callers, chats, forms) at 25% or higher?

SEO Review

- Do you have your main keyword in the Title Tag on every page of your website? e.g. Your City Mortgage Broker | Your Company Name
- Do you have pages for each of your loan programs?
- Do you have pages for each of the sub-cities that you service?
- Do you have unique content on every page of your website?
- Does your website come up for the most important keywords? e.g. "your city Mortgage Broker", "your city home loans", and other similar keywords?
- Are you consistently creating new content, blogging and creating new inbound links back to your website?

Next Action

- Get a custom list of the most important keywords in your local area & report showing where you rank currently - <https://www.mortgagebrokermarketing.com/mortgage-keywords>

Google Maps

- Have you claimed & verified your Google My Business listing? Do you have the login?
- Have you properly optimized your Google My Business listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to Google My Business weekly & responding to questions?

Paid Search / Marketing Review

- Are you running Google Local Service Ads with a maxed out budget?
- Are you running retargeting ads to your unconverted leads?
- Are you running Google Ads?
- Are you strategically targeting specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?
- Are you running targeted Facebook ads to your ideal prospect base?
- Do you have a premium ad on Yelp, YP.com, etc?

Social Media Review

- Do you have your business profiles set up on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- Are you getting engagement on Facebook?
- Are you updating your social profiles on a consistent basis?

Lead Conversion / Marketing Automation Review

- Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they book their call or consultation?
- Do you have a database with your customers' email addresses?
- Are you sending out a monthly email newsletter?
- Are you leveraging email to get online reviews & to draw customers into your social media profiles?

Tracking Review

- Google Analytics
- Keyword ranking tracking
- Call tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM/dispatch system to track leads to the source & revenue

ACTION PLAN

Website	SEO	PPC	Lead Conversion

Need some one-on-one help?

FREE: 2024 Internet Marketing Plan Review



**SCHEDULE
YOUR STRATEGY
SESSION WITH**

Brian Frantz
Mortgage Broker Marketing

If you would like to have me and my team personally review your internet marketing plan and show you where your ranking, where there is room for improvement and how we can work together to make 2024 your best year ever and finally get your internet marketing right. **Then schedule your strategy session by calling us at [\(877\) 959-7970](tel:877-959-7970)**

Or Schedule your appointment by going to www.mortgagebrokermarketing.com/schedule