



Top of Mind's Ebook: The Complete Guide to Mortgage Landing Pages

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A Publication of



Mortgage Landing Pages

Landing pages are an essential function of any marketing campaign. They allow you to **capture leads** while automating your responses to create an automated communication channel for loan officers, prospective homebuyers, and even your referral partners.

While you can be granular with the data you look to capture with your landing pages, we have found that it is best practice to ask for only the essential information you need to **qualify your leads**. You can always gain the information you need through continued communication with the prospective buyer.

What is lead capture?

Lead capture uses interconnected web pages (landing pages) to acquire new leads. This process allows loan officers to capture online **mortgage marketing** leads without buying them directly, which provides prospects closer to the bottom of the sales funnel.

What is a landing page?

In the world of digital marketing, a landing page is a stand-alone web page used as a method to encourage a contact to complete one specific goal or call to action (CTA).

Unlike most web pages that can have many goals to increase the



time spent on the site by the visitor, a landing page focuses the visitor on completing the defined goal as quickly as possible.

What are the advantages of using mortgage landing pages?

Industry-leading **mortgage CRMs** like **Surefire CRM** have everything needed for digital mortgage marketing **lead capture**. Instead of providing generic forms, Surefire CRM comes with mortgage landing page templates that do not require any technical configuration.

When done incorrectly, internet mortgage marketing can be frustrating for loan officers and prospective buyers. When relying on a “contact us” form or a prospect picking up the phone to call, loan officers experience lost leads as emails are misfiled, and calls are not picked up during busy times.

How should I respond to leads?

The mortgage landing page backed by a **lead capture** form connected to your **mortgage CRM** allows for:

- Guaranteed capture of lead data
- Immediate response through automated workflows
- Multi-channel response through compliant **text message** solutions

It is important that your response be immediate and contain the contact information for the loan officer who will be assigned to the prospective buyer. Therefore, using the automated functionality of a CRM like **Surefire** is essential for streamlining your communication process.

Should I co-brand landing pages with referral partners?

The best **digital marketing plan** for mortgage companies does not stop with borrowers. Referral partners, such as buyer’s agents and listing agents, are critical sources of leads on your mortgage marketing website and you should always seek new and effective methods to combine your marketing efforts.

These agents can have a dedicated mortgage landing page on their site backed by your mortgage CRM, allowing them to connect borrowers with loan officers for pre-qualification on the properties they represent.

Referral partners also benefit from **Single Property Sites** hosted on the loan officer's mortgage landing pages because they allow co-marketing of specific properties while serving to qualify borrowers simultaneously. This improves the chances of closing the loan with the current partner and helps to earn the loan officer the right to the referral from the listing agent in a future transaction. Mortgage website marketing is best when it is a portal to both your borrowers and your partners.

How do landing pages work with marketing emails?

The process for integrating your landing pages with your **email marketing** efforts depends on the **marketing software** you use. Most systems allow you to generate a link to the landing page which can be placed in the email text using a hyperlink.

What elements make an effective landing page?

No matter the software used to create them, all landing pages are composed of a critical set of elements. What makes an effective landing page is how you use these elements in new and exciting ways as a **mortgage marketing** professional.

In a recent study conducted by Ellie Mae, it was determined that 72% of "borrowers are conducting online research to find out where they can get the best rate." More often than not, the first touch with your prospective customers is going to be online, especially since millennials now make up 36% of home buyers.

1. Headline

The headline is a short statement introducing your lead to the landing page. The secret to creating a compelling headline is making sure that it uses the same messaging as the previous page or email that brought your lead to your landing page.

2. Hero Image

A picture is worth a thousand words, and the hero image is the first thousand your lead will experience when on your landing page. The most effective hero images can be a video, animation, or graphic that catches the visitor's attention and holds it.



3. Supporting Text

This copy gives more details about your company, products, or services. The best landing pages use the content sparingly, providing extra info in a short paragraph.

4. Lead Capture Form

The goal of any landing page is that your lead will fill in your form with their information. While it is tempting to harvest as much information as possible, sticking to only the essential information will help raise the number of submissions.

5. Reinforcing Content

Supporting content can include client testimonials, lists of benefits, additional information on program features, etc. But, remember to keep the information short and sweet.

6. Footer

Easy to forget, your landing page's footer is an essential block of your landing page. It is in your footer that you should host any disclaimers and privacy policies required for **compliance**.

7. Thank You Page

What happens after your lead adds their information and clicks submit? The thank you page is your opportunity to guide the potential borrower on the next step in becoming a customer. This page should lead them to the next resource they could benefit from.



surefire
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Individual, Focused Team, and Enterprise Solutions

About Top of Mind Networks

Founded in 2003, Atlanta-based Top of Mind Networks (<https://www.topofmind.com/>) has grown from a bootstrapped post-close, follow-up solution into the leading CRM/marketing automation firm in the mortgage industry. Their Surefire platform is widely regarded as the gold standard in enterprise CRM, automating best practices throughout a borrower's prospect-to-repeat-customer lifecycle.

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