

2018 MARKETING TRENDS FOR LENDERS



“



Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day.

”

BETH COMSTOCK
VICE CHAIR AT GE

The landscape of marketing is constantly changing. Data is being tapped and collected in ways once seemingly unimaginable, making the ability to target consumers and their journey more sophisticated and precise. Nowadays, staying ahead requires being able to anticipate trends, predict consumer behavior with confidence, and having the ability to turn insights into effective strategy.

What major marketing trends will define 2018?

Here is a look at 5 trends to come and tips for incorporating them into your yearlong planning.



PERSONALIZED CONTENT

Content will still be king but in an oversaturated climate, it must speak to the individual. Consumers can see when they are being generalized and tend to not engage with impersonal content.



Consider your portfolio and any “trigger events” that may open opportunities for talking to new and existing clients about refinancing or taking out a new loan. For example, people who recently got a new job, are looking to move, interested in a second home, looking to downsize, or recent empty nesters.



StubHub, an online ticket exchange owned by eBay, reported a 42% improvement when users were given a personalized call to action. The key to success in digital marketing is grabbing the user’s attention, and personalized content is the answer.

VIDEO MARKETING

Videos will continue to dominate social media and content marketing.



Video consumption rose by a factor of 10 between 2011 and 2016, and this is expected to continue into 2018.



Video Marketing: Short videos explaining your services will catch your audience's attention and give your brand more personality. For example, if you have any groundbreaking mortgage statistics or predictions share those with your audience through a video.

SOCIAL ADS

Social ads will continue to grow in popularity but will become more localized and customer driven.



In 2017, there was a 74 percent year over year increase in Facebook advertising.



People are becoming more accustomed to ads on social media therefore it's important to tell a story to connect with your audience and stand out above the noise.



Facebook now has tools to help segment your audience to ensure you're sending the right message to the right people at the right time.

FOSTERING A COMMUNITY

Who you align your brand with matters.



As a lender it's important to establish trust and grow your brand in a meaningful way.



In 2018, the trend towards community involvement will only continue to grow. Highlight who in the community you have supported in your 'About Us' section, and share on social media any events that you have attended for a good cause.

BIG DATA

Advertising is getting sharper with Big Data.

In 2018, big data is going to become more accessible and involved in all aspects of life. According to the IDC, the big data market is expected to be worth more than \$100 billion by the end of 2018.



In lending, big data is affecting how people are determining credit worthiness, by pulling in data not only from traditional credit reports but also social networks, mobile, bank transactions, and behavioral data. Lenders are using the real time data of businesses so they can better assess their strength and face less risk.



Through location services, proximity marketing tracks where someone is via his or her mobile device, and pushes out offers or ads to them based on interests.

SALES FUNNEL BASED SELLING

Approach sales by knowing where your customers are in their buyer's journey.

2018 Advice: Diversify content for each stage of the funnel.

ATTRACT

Create Awareness and Generate buzz. Focus on advertising, SEO, industry specific content, and building your social audiences.

Question to ask:

Are people consuming, engaging with, and sharing your content?

NURTURE

Generating Leads and adding prospects to your CRM. Focus on directing traffic to landing pages designed to convert by offering value rich content and testimonials/case studies demonstrating the strength of your offerings.

Question to ask:
How many marketing leads is your content producing?

CLOSE

Conversion. Content should be product specific- think demo videos, nurturing emails, webinars, and ROI metrics.

Question to ask:
What is the sales impact of your content?

CONTACT

To learn more about our tools and how to grow your business in 2018, contact:

NATIONAL DEFAULT

MICHELLE BEGNI | SENIOR VICE PRESIDENT

Office : 321-422-1943 Mobile : 949-648-6971

Fax : 877-365-9365

Email : Michelle.Begni@Title365.com

NATIONAL ORIGINATIONS

BLANE BLAUCH | SENIOR VICE PRESIDENT

Office : 877-365-9365 Mobile : 713-725-5636

Email : Blane.Bauch@title365.com

THOMAS C. BOLDUC | SENIOR VICE PRESIDENT

Office : 877-365-9365 Mobile : 714-308-1818

Fax : 877-542-5177

Email : Thomas.Bolduc@title365.com

Or visit: <http://www.title365.com>