



NOT ALL MARKETING TECH IS EQUAL

“Set it and forget it” technology consistently drives high-quality business to the point-of-sale and accelerates long-term profitability.

BY BRANDON PERRY

Today’s demanding lending environment challenges lenders to find creative ways to consistently engage potential new borrowers, maximize LO’s efficiency, and drive new business to the point of sale. Marketing automation is a powerful tool in meeting these challenges, but not all-marketing automation is created equal.

Many lenders are fed up with increases in pricing for their marketing automation technology, especially when the technology lacks new features, is deficient in delivering current and relevant mortgage specific content, is difficult to customize, and most importantly has low LO utilization rates.

Lenders don't want to pay a per user fee (at increased cost) with continued low LO utilization rates. Centralized Corporate Control differentiates marketing automation solutions by utilizing "Set it and forget it" technology which allows corporate marketing managers to consistently drive high quality business to the LO without the LO having to directly launch marketing campaigns.

In the mortgage industry, where loan officers find themselves operating in an increasingly complex and

regulated environment, increases in the cost per lead, increases the ROI from marketing campaigns and significantly improves borrower acquisition rates. In today's highly competitive and highly regulated lending environment, lenders must not only be able to quickly and effectively generate new business, they must also do it in a compliant manner. This is the promise on which enterprise-level mortgage-specific marketing automation delivers where traditional CRM and many generic marketing automation couldn't.

Compliance And Control

These days we're all operating in a stringently regulated environment. Communications with leads, customers and even referral partners – whether driven from the center or by loan originators – must be controlled, but without inhibiting genuine creativity and individual initiative.

Revealing Mission-Critical Metrics.

In the end it's all about results. That's why advanced marketing automation delivers a wide-ranging analysis of your company's and originators' production and tracks marketing activity driven through the system. The solution intelligently delivers essential information – including the value of your clients, referral partners and other sources of business – and readily reveals opportunities for incremental sales.

Predefined reports include:

- >>>Production Analysis
- >>>Mailing Activity
- >>>Source of Business
- >>>Branch Productivity
- >>>Loan Officer Productivity
- >>>Realtor Referrals

Post-Close Marketing Automation
Foundation For Your Long-Term



In the mortgage industry, where loan officers find themselves operating in an increasingly complex and regulated environment, "set it and forget it" Marketing Automation is more urgently needed.

regulated environment, "set it and forget it" Marketing Automation is more urgently needed than ever. After all, you want your LOs to focus 100% on what they do best: originating and closing loans.

Raise Productivity To A New Level

Roller coaster interest rates ... constantly changing rules and regulations ... heightened competition for borrowers ... extreme pressure to produce results ...

How will your company continue to thrive in such a demanding environment? It won't be by using overpriced and outdated marketing automation.

Beyond CRM & Generic Marketing Automation

The right marketing automation solution delivers lenders a reduc-

One of the most distinctive features from advanced marketing automation is that it establishes a controlled environment in which ingenuity and enterprise are able to flourish. It does this by providing five levels of management control – including outright prohibition, online alerts, real-time oversight and comprehensive reporting. A unique built-in authorization loop ensures that your nominated managers approve all marketing materials – for example: compliance officer, brand supervisor – before being made available for use. When anything is created, copied or changed, these managers are notified by system-generated e-mail. They are free to approve, amend or even delete the item.

Analytics and reporting

Success.

Automated Programs maximize the retention of current clients and the revival of past clients. These pre-determined sequences of strategically timed marketing communications typically run for up to three years (or more) and can be extended at any time. Experience over many years has demonstrated that a well-configured Automated Program lays the firmest possible foundation for long-term success – not only by generating a steady flow of referrals, repeat sales and cross-sales from a loyal audience, but also by ensuring maximum response to on-demand Custom Campaigns.

What Is Advanced Marketing Automation?

According to Gartner: "Marketing

Automation will remain the highest growth sales and marketing software sector with a 10.7% CAGR through 2016, thereby reaching just under \$4.7 billion market value.” Why this upsurge of interest in Marketing Automation? It’s because, for the first time, there’s robust technology that frees your loan officers to focus on what they do best: originating and closing loans.

Gartner (www.gartner.com) identifies three distinct segments within the broad category of “sales and marketing” software:

- >>Marketing Automation
- >>Customer service and support
- >>Sales (including CRM products)

Marketing Automation is an enterprise-wide application. Driven by central marketing, the system does the work so that your loan officers don’t have to. Outbound communications addressed to new leads, applicant’s in-process, closed customers and referral partners are precisely targeted, highly personalized and compliantly fulfilled via print and electronic media.

Unleash Your Company’s Marketing Genius

It’s time to unleash your company’s marketing genius with a truly unique Marketing Automation platform. Marketing managers are empowered to drive “set it and forget it” programs across the enterprise, while maintaining regulatory compliance and brand consistency. C-level ex-

ecutives are presented with sophisticated and easy to use tools for more effective oversight and management. Loan officers are freed up to originate and close more loans.

Unleash a marketing solution that brings your creative genius to life, one that provides the power to quickly and consistently execute your marketing objectives while compliantly meeting the ever-changing demands of the mortgage industry. Energize your marketing with mortgage specific marketing automation that is both easy for you to use and extremely powerful. Mobilize a partner who delivers you 15 years of experience in driving growth in the mortgage industry, a trusted advisor that is a difference maker in your business.

At TTP, we bring you the mortgage industry’s most advanced marketing automation solutions that compliantly address every aspect of your lending business from prospect, to in-process, applicant, and closed loan marketing programs. Since 1995, TTP has developed an indus-

try leading reputation for setting the pace, and solving the marketing and communication challenges of lenders to consistently deliver results.

TTP’s MACH3 is a proven enterprise-wide marketing automation solution that supports you and your specific initiatives to address these market conditions. Each person in your organization that is involved with driving growth is empowered to focus on what they do best.

For example, Loan Officers are free to close more loans, instead of trying to create marketing materials. C-level executives are presented with sophisticated, yet easy to use tools for more effective oversight and management, while marketing managers can demonstrate their marketing genius and compliantly maintain brand consistency across the organization.

“Set it and forget it” technology drives high-quality business to the point-of-sale and accelerates long-term profitability. Not all marketing automation is created equal. ❖

ABOUT THE AUTHOR

Brandon Perry is President at The Turning Point. Brandon oversees all operational and administrative activities of TTP. Brandon brings over 16 years of experience in various financial services industries to TTP which enhances the Company’s ability to maintain it’s position as industry leader in providing customers with an advanced marketing solution.



Index of Advertisers

Advertiser	Pg#	Advertiser	Pg#	Advertiser	Pg#
Axia Home Loans www.axiahomeloans.com	11	Ellie Mae www.elliemae.com/millennial-tracker	37	NexLevel Advisors www.nexleveladvisors.com	19
Capsilon www.capsilon.com	17	eSignSystems www.esignsystems.com	33	OpenClose www.openclose.com	5
Catholic Vantage www.mycvf.org	21	Five Brothers www.fivebrms.com	25	QuestSoft www.questsoft.com	13
Compliance Systems Inc. www.compliancesystems.com	1	Mercury Network www.mercuryvmp.com	7	TTP Enterprises www.turningpoint.com	9
DocMagic www.docmagic.com	3	Mortgage Builder www.mortgagebuilder.com	15		