

Marketing Wednesday

March 5th, 2025



Mortgage Investors Group is an Equal Housing Opportunity Lender - MIG NMLS #34391



Agenda

- **Polls**
- **Announcements**
- **Database Emails**
 - **Create New Email**
 - **Send Existing Email**
- **Q&A**



QUESTIONS

- **Are you excited for the gala?**
- **Did you open the new marketing pieces email this month?**
- **Have you sent a check-in to your database this quarter?**

ANNOUNCEMENTS

- **New Marketing Material**
 - Email: Annual Mortgage Review (for clients)
 - Print: Mortgage Review Flyer, Updated Refinance Flyer, Mortgage Review Postcard, Updated Refinance Postcard
- **New Closing Gift/Event Item Idea**
 - Our own Jami Keith has started a cookie business and is offering it to loan officers for gifts.
 - Place your order [here](#), payment will go directly to Jami not via Marketing Expenses.



EMAIL MARKETING

Email sends are a way for you to communicate with potential borrowers, business relations and existing clients. These emails can help build relationships, generate leads, and increase sales.

How can mortgage marketing emails help?

- **Educate potential borrowers:** Provide information about the mortgage process and what the lender offers.
- **Update clients:** Keep clients informed about their mortgage and provide updates as they become available.
- **Build relationships:** Stay top of mind with industry partners to encourage repeat business and referrals.

Set up automations and know what they are!

BEST PRACTICES

1. Navigate to emails **Email Marketing>Emails**
2. Click **Create Email** in the top banner
3. Toggle to **Organization Content**
4. Select **Blank Email Template**
5. Name the email for your reference
6. On the lefthand side, select **Settings>**change the subject line
7. Customize content and design (draw inspiration from pre-existing emails?)
 1. **Columns** are blocks required to place content in
 2. **Elements** are the type of content you want to add
8. Proof email content by re-reading, updating subject line and pre-header text
9. **Publish Email**
10. Send yourself a test just in case!
11. Schedule email!
 1. On email, select **Actions>Send**
 2. Select **Recipients**
 3. Select time and click **Send Email**

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QUESTIONS?

Topics you would like to hear about!

WE ARE HERE FOR YOU!

