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marketing tips

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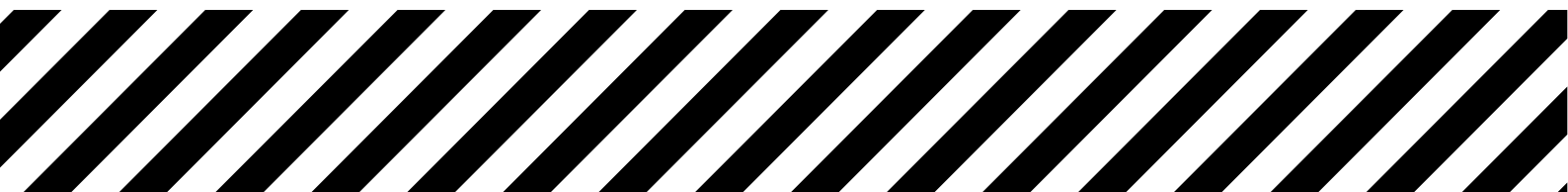
**SHOW ME THE MOST SUCCESSFUL
PEOPLE IN ANY FIELD OR BUSINESS
AND I WILL SHOW YOU PEOPLE
WHO HAVE GENERATED
TREMENDOUS AMOUNTS OF
ATTENTION FOR THEMSELVES.**

**ANYONE THAT TRULY GETS THE
WORLD'S ATTENTION WILL BE
SUCCESSFUL!**

GET ATTENTION!

**THERE ARE NO EXCEPTIONS TO THIS
RULE!**

- Grant Cardone



introduction

FROM SMALL BUSINESSES TO LARGE MULTI NATIONAL CORPORATIONS, EVERYONE FACES THE SAME UNDERLYING CHALLENGE:

HOW TO GET A STEADY STREAM OF CUSTOMERS AT A COST THAT GIVES A RETURN ON THE AMOUNT SPENT TO GET THOSE CUSTOMERS.

A quick statistic that may shock you;

Did you know that in 2019, Businesses spent a total of almost 9.9 billion U.S. dollars on Facebook Advertising, up from 7.8 billion U.S. dollars in the previous year.

The question is;

If businesses all around the world are spending this amount of money every year, and it is increasing, why would they spend that much? Because it works, of course!

Now maybe you have tried social media advertising? Maybe you didn't get many results, possibly the leads it generated were all, lets just say F#&ked.

Most clients we help with social media marketing have been down this same road, but I can tell, you are different. I know this because you are actively trying to get more clients by downloading this guide.

To take it one step further i would love to offer you a free strategy session to see how we can help even more. Just click **<right here>** to lock in a time to take your business to the next level.

the team at getattention.agency



MARKETING TIPS BROKER SUCCESS

for

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Tip
#1

BUILDING A BRAND

Your brand is all there is.

At some point people will be asking Google, Siri or Alexia to find them a service just like yours. Either you let the voice recognition software decide who is relevant or you become relevant by having a brand people know and trust. Don't leave people knowing you up to a google search.

ADD PIXELS TO YOUR WEBSITE

Tip
#2

Ever been to a website, then for the next month you keep seeing their content?

Pixels are pieces of coding supplied by social media platforms that provide specific information on the clients browsing you can create adverts that are highly targeted based on how they interacted with your website.

Tip
#3

RETARGETING ADS

Retargeting adverts can be set up with several different advertising platforms like Facebook, Google, AdRoll and Taboola.

The sooner you start capturing your client's data the more effective your campaigns will be.

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Tip
#4

POST CONSISTENTLY

You may think that posting daily or hourly is the ticket. It's better to make sure you're consistent.

Posting every week at the same time, can be better than posting hourly one day then not at all the next. Posting consistently will make it easier for your customers to find you and understand your brand.

GET POSITIVE ONLINE REVIEWS

Tip
#5

More and more customers turn to the Internet for help when they're searching for a business to work with, whether it's on their desktop or their mobile phone. This means you should be visible when your customers are looking for help.

Tip
#6

BIRTHDAY BOOMERANG

Most of you have Instagram and are probably familiar with the boomerang feature, right?

Well what we did for one client was to load them up with streamers and a party popper and film a super quick 10 second birthday celebration dance. At the start of every month they send out 1 SMS to all clients who are having a birthday that month with a link to the silly dance video.

MARKETING TIPS for BROKER SUCCESS

Tip
#7

BOOST YOUR SOCIAL MEDIA CONTENT

Social media algorithms are constantly evolving. Oftentimes, these changes mean it's harder to gain traction organically. That's where paid advertisements and boosted posts can help level the playing field.

Post content all week and take the posts that had the most reach or views etc and boost them, even for just \$10. You may be surprised the reach you get.

GO WITH VISUAL CONTENT

Tip
#8

A picture tells 1,000 words.

Visual content continues to grow in popularity as we move into the future. After all, the human brain processes images 60 times faster than words.

Tip
#9

MONITOR YOUR ONLINE REVIEWS

Consumers have a lot of power with online reviews, making them more important than ever. This can feel overwhelming for businesses, but online reviews are also an excellent source of referrals.



BONUS MARKETING TIPS

Tip #10 EMBRACE MARKETING AUTOMATION

If you're looking for small business marketing ideas that will save time and money, keep you top-of-mind with your network, and maximize referral leads and customer retention, it's hard to do better than marketing automation.

There are so many tools to do this for you such as Trajectory, Hootsuite, IFTTT and the list goes on. Remember, you will still need to create and schedule though.

FOLLOW YOUR CLIENTS ON SOCIAL MEDIA **BONUS #11**

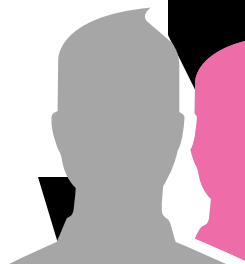
When you are speaking or dealing with your clients, find out what social media they have. Follow them. They are likely to follow you back.

Like the pics of their dog, comment on little Sally starting her first day of school. Connect with them. But remember don't just try and sell. Treat them as friends.

BONUS #12 LAUNCH A REFERRAL PROGRAM

This is a basic strategy where you allow customers to help promote your product for you. It's a simple concept, but it isn't used nearly enough.

It can be as simple as offering your clients a gift voucher to refer 2 friends or family members, right through to full on agreements with groups of clients.



BONUS MARKETING TIPS

BONUS
#13

OFFER INCENTIVES FOR A VIDEO RECOMMENDATION

If you're looking for small business marketing ideas that will save time and money, keep you top-of-mind with your network, and maximize referral leads and customer retention, it's hard to do better than marketing automation.

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REWARD YOUR EXISTING CUSTOMERS

BONUS
#14

Treat your existing customers right and they will reward you with their loyalty in return. When your customers are happy, they will want to tell all their family and friends why they should become a customer of your business. Therefore, you need to continue to provide your existing customers with discounts, specials, and other rewards that demonstrate your gratification for their business.

BONUS
#15

TRUST IN THE PROS

First things first, if you're serious about your business, you're going to want to get in touch with some marketing professionals (namely us). Whether you're a beginner or an intermediate when it comes to marketing, there's always something you can learn from the marketing experts.



**WHAT WE
OFFER**

STRATEGY AND ADVERTISING

- ✓ **SOCIAL MEDIA ADVERTISING**
- ✓ **LEAD GENERATION**
- ✓ **EMAIL MARKETING STRATEGIES**
- ✓ **CRM DEVELOPMENT**
- ✓ **SYSTEM DEVELOPMENT**
- ✓ **PROCESS STRATEGIES**

**NEXT STEP TO GROW YOUR
BUSINESS:**

**CLICK TO SCHEDULE A
FREE STRATEGY SESSION**

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