

National Reverse Mortgage Lenders Association

Annual Meeting

October 28-30, 2018 San Diego, CA



Building a Reverse Mortgage Lead Machine

Session Topic



In today's session, we're going to take a look at best practices for building and nurturing a successful reverse mortgage lead machine.

Building a Reverse Mortgage Lead Machine

Presenter (About Me)



Founder & CEO of LaunchHawk

Content & Facebook Ad Marketer for the NRMLA

Reverse Mortgage Digital Marketer

Mentor with 2 Colorado-based Seed-Accelerators

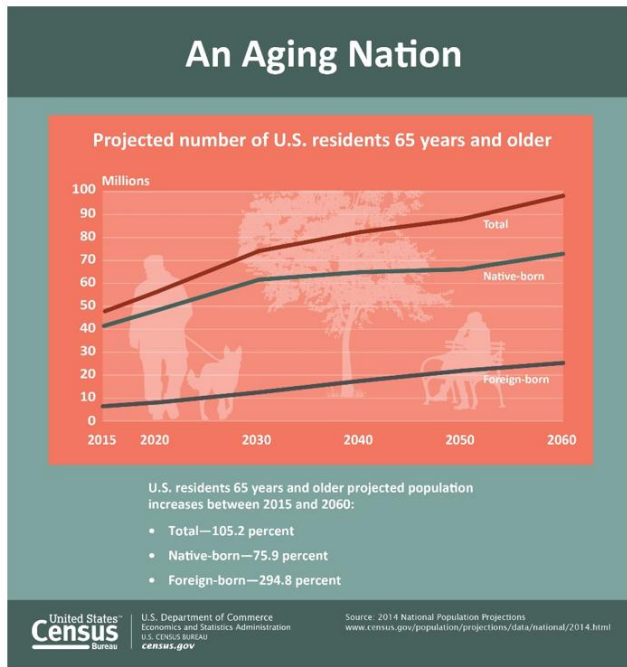
Mentor with TechStars StartupNEXT and Startup Weekend and LaunchHawk's "Launching a Startup Coaching Program."

Expertise in Startups, Growth Hacking, Digital Marketing & CRM Technology

Building a Reverse Mortgage Lead Machine

Target Market Overview

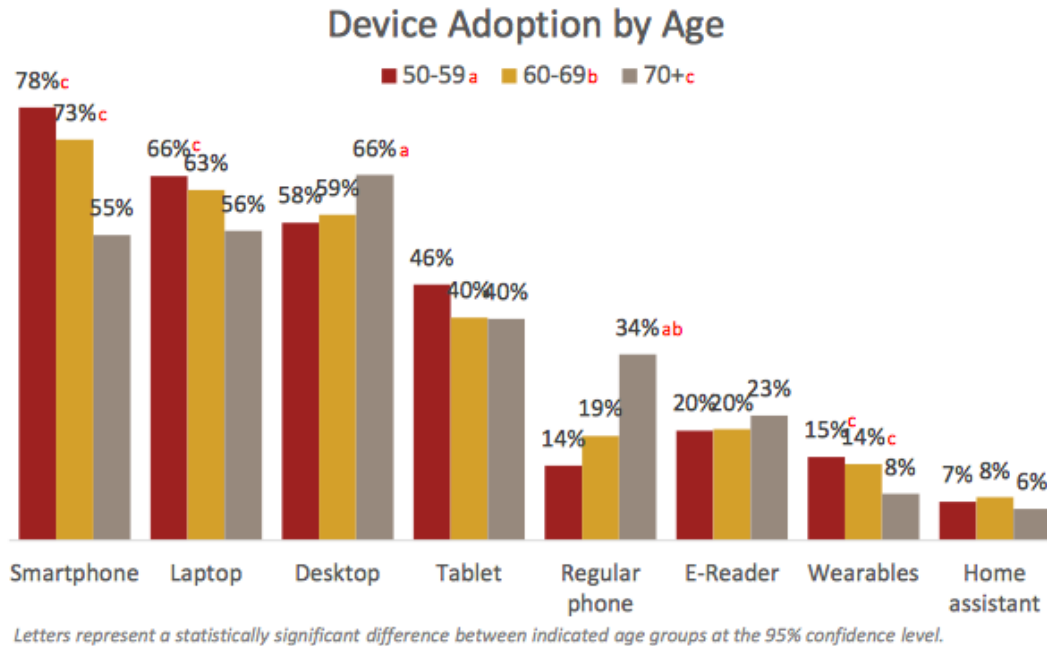
Are You Ready To Capture Your Share of The Market?



- * As of 2015 there were 47.8 million senior citizens (65 or older) and it's expected to expand to 98.2 million by 2060
- * 310,000 people turn 65 every day
- * 42% of Americans have less that \$10k saved for retirement
- * American Seniors have over \$6.8 trillion in home equity

Building a Reverse Mortgage Lead Machine

Target Market Overview



Senior citizens have become tech savvy. In fact, [82% of seniors](#) ages 65-69 use the internet and 59% have smartphones. Here are some additional statistics related to senior internet usage:

- 75% of U.S. adults 65+ are online at least once a day
- 47% of U.S. adults ages 65-69 use social media
- There are over 26 million people aged 55-64 and another 21 million people 65+ years old on Facebook

Building a Reverse Mortgage Lead Machine

Why Invest in Your Own Marketing



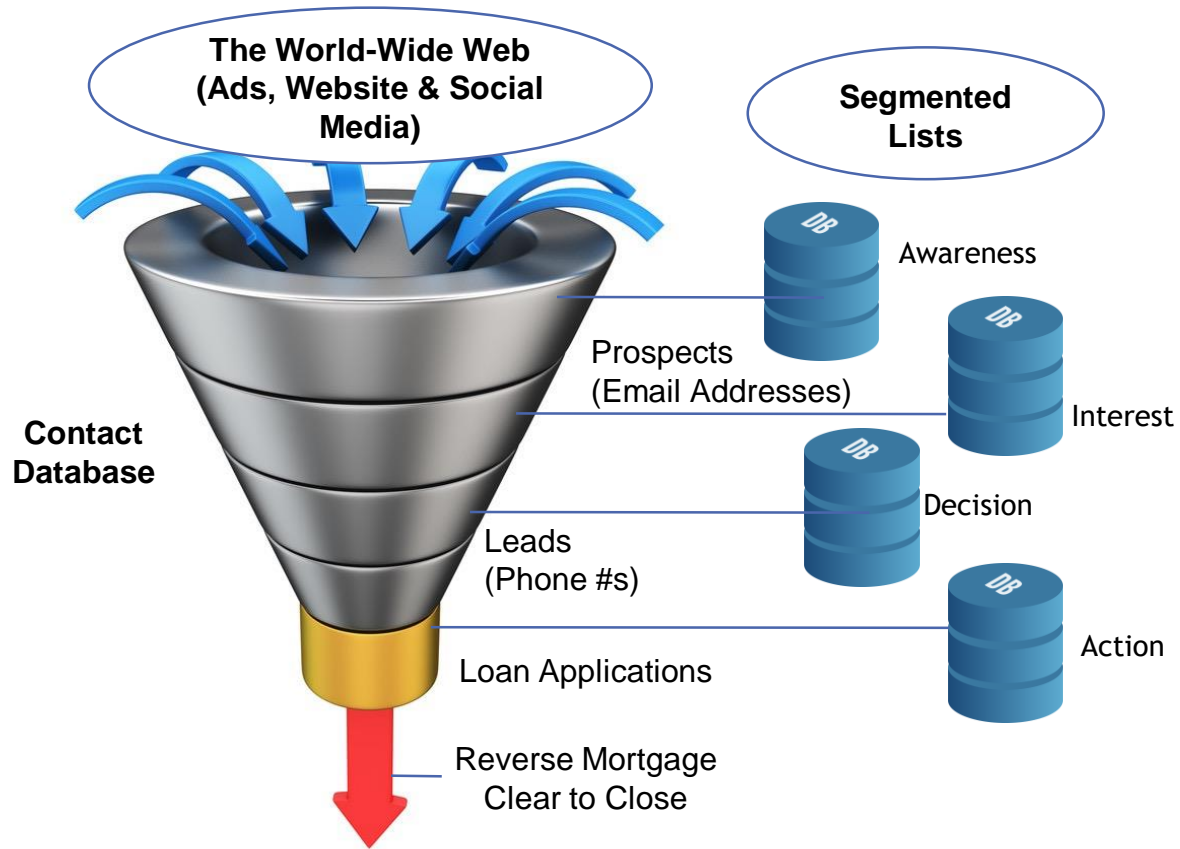
New Leads are the Lifeblood of Your Business.

But many brokers face 2 marketing challenges:

1. Either they aren't getting enough leads coming through the door... or,
2. They're spending WAY too much money for the leads they're getting.

Building a Reverse Mortgage Lead Machine

Marketing Objective



To create a technology-leveraged “Lead Machine,” consisting of segmented marketing lists (by buying stages) that continues to grow and generate leads, loan applications and closed deals each and every month.



Building a Reverse Mortgage Lead Machine

Marketing Strategy



Commit to a monthly \$ marketing budget & stick with it!

“White-board” who your ideal target clients are; pick 1 target market to start with!

In-house vs. Agency vs. Buy Leads vs. Referrals

Allocate your budget across the various marketing activity categories, ads and technologies

Going it alone vs. partnering with Real Estate Brokers & Financial Planners

Building a Reverse Mortgage Lead Machine

Marketing Strategy



Develop marketing collateral, – articles, whitepapers, webinars, etc. (something new each month)

Design & Implement marketing tactics to generate new prospects & leads

Design & Implement followup “Drip Campaigns” to keep people moving through the funnel

Decide on KPIs, Results Measurement, Review, Learning & Adjustment Processes

Building a Reverse Mortgage Lead Machine

Marketing Strategy -Target Market



Target a specific type of reverse mortgage client; the following will be different for each:

- Branding (Stories)
- Ads (Problems & Solutions)
- Calls to Action (Education)
- Content (Messaging)

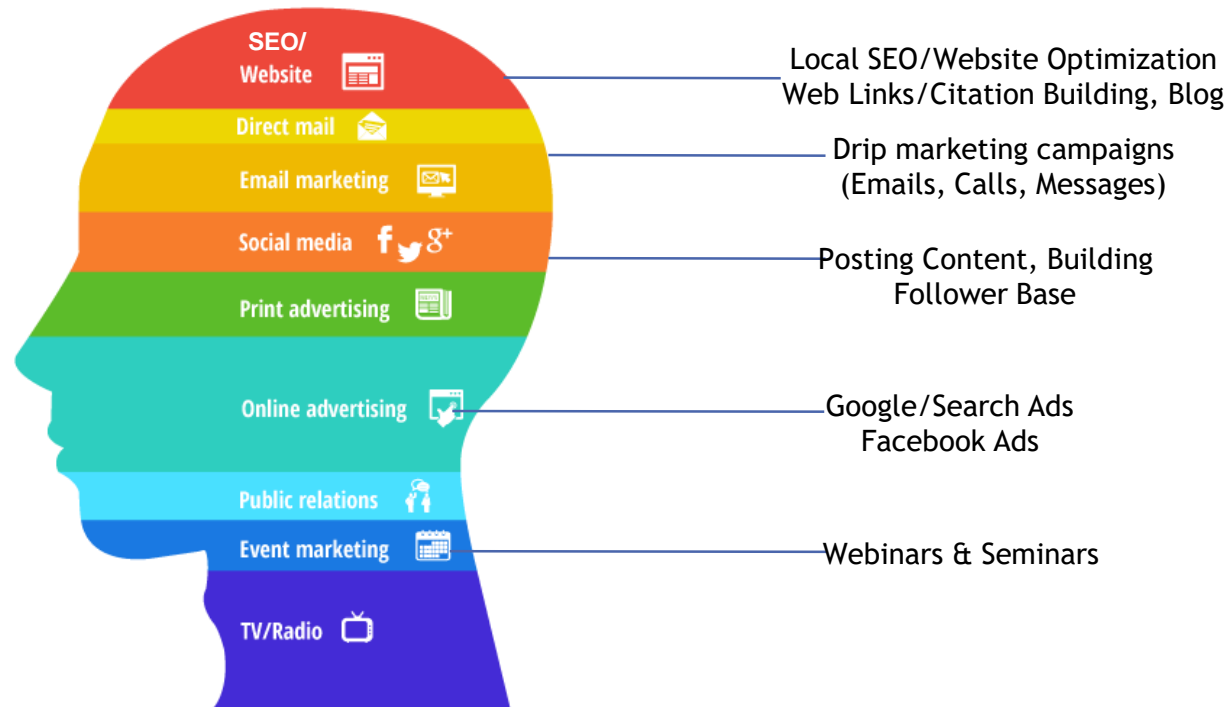
Demographics are a key component to identifying a target market

Facebook has well over 1,000 lead targeting data elements in it's Audience Insights

Building a Reverse Mortgage Lead Machine

Marketing Strategy - Activity Categories

Marketing Budget Major Categories

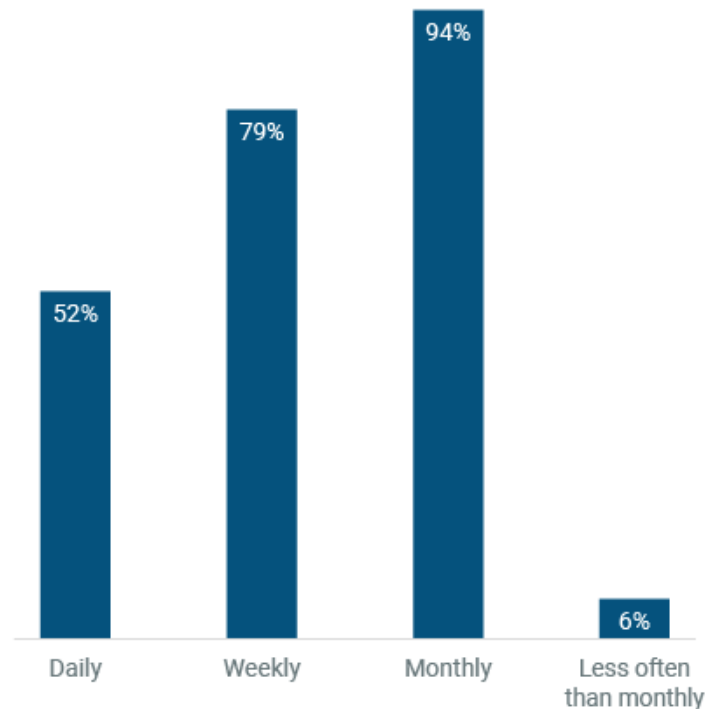


All activities should be designed to educate, create interest and ultimately generate Prospects, Leads & New Clients

Building a Reverse Mortgage Lead Machine

Social Media Marketing

How Frequently Small Businesses Post on Social Media

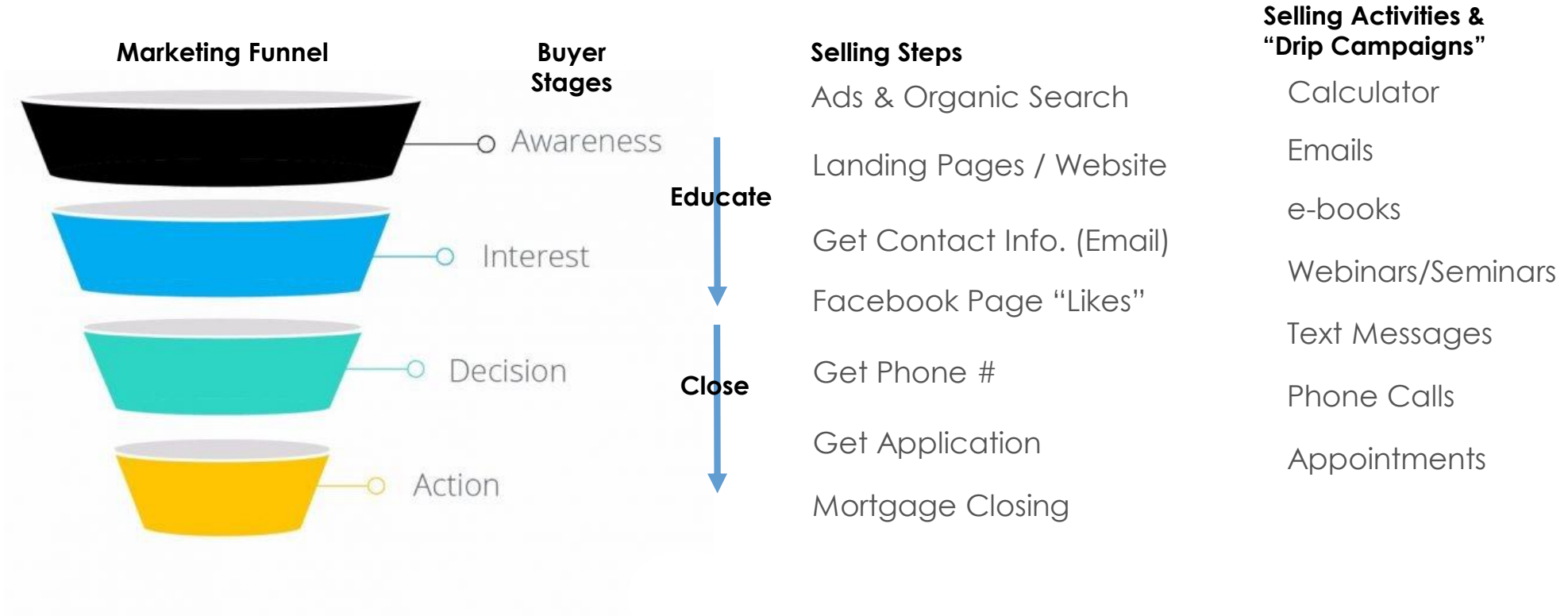


Each time you post new content, you remind your followers that your brand exists.

When they need or want whatever you're offering, they'll think of you as opposed to another mortgage broker.

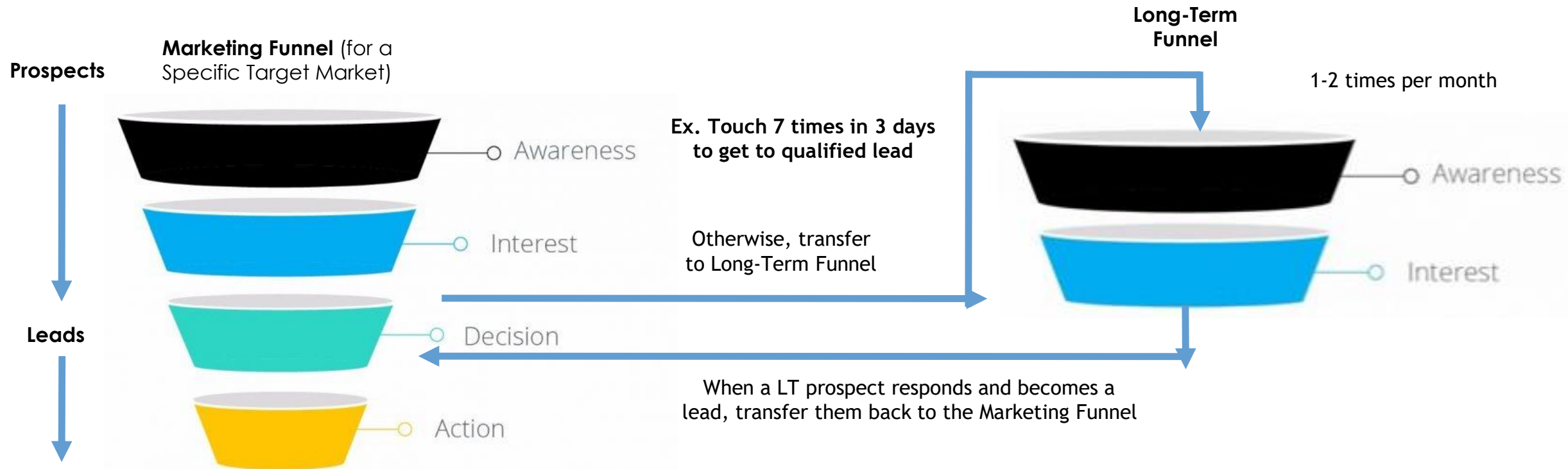
Building a Reverse Mortgage Lead Machine

Marketing Funnel



Building a Reverse Mortgage Lead Machine

Marketing Funnel



Building a Reverse Mortgage Lead Machine

Target Market Overview



Other Marketing Ideas

- * Partnering on Content & Webinars with Financial Planners & Real Estate Brokers
- * Chat Box and Lead Magnets on Website
- * Videos / Live Video / Lumen & Doodly
- * Industry Technology for Followup ex. “Agent Legend” (voice, text, video message followups)
- * Invest in Social Media (people are 58% more likely to buy from brands they follow)
- * Retargeting Ads

Building a Reverse Mortgage Lead Machine

Digital Marketing Agencies

Digital Marketing *Agencies*

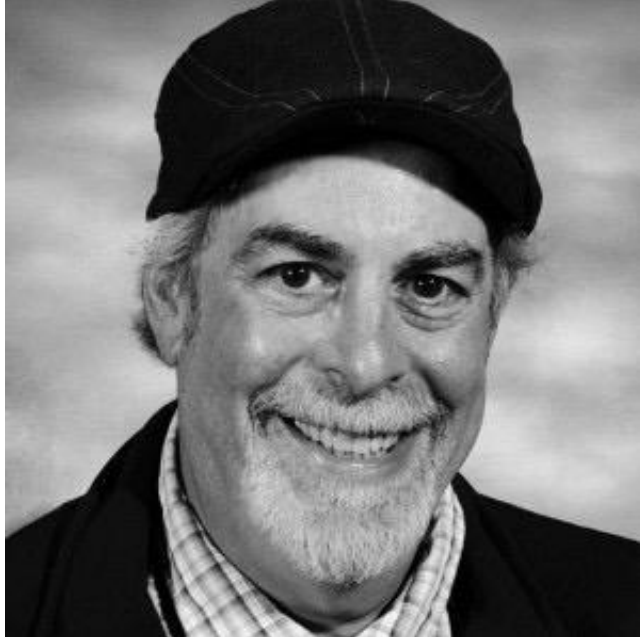


What agencies should do

- Implement & manage YOUR Lead Machine
- Help with branding
- Build and continuously refine/optimize your sales funnels & “drip campaigns”
- Set up & execute your Google & Facebook Ads (in Your Account)
- Design, create, manage and optimize your website for lead generation
- Execute local SEO strategies
- Design & implement ads, landing pages, lead magnets, email marketing (with your help)

Building a Reverse Mortgage Lead Machine

Presenter Contact Information



Jim Berkowitz

LaunchHawk Marketing

Founder & Lead Growth Consultant

Telluride, Colorado

Website: <http://www.launchhawk.com>

Mobile Tel#: **720-384-5953**

Email: jberkowitz@launchhawk.com

LinkedIn: <https://www.linkedin.com/in/jberkowitz/>