

# MARKETING TACTICS TO GROW IN 2025

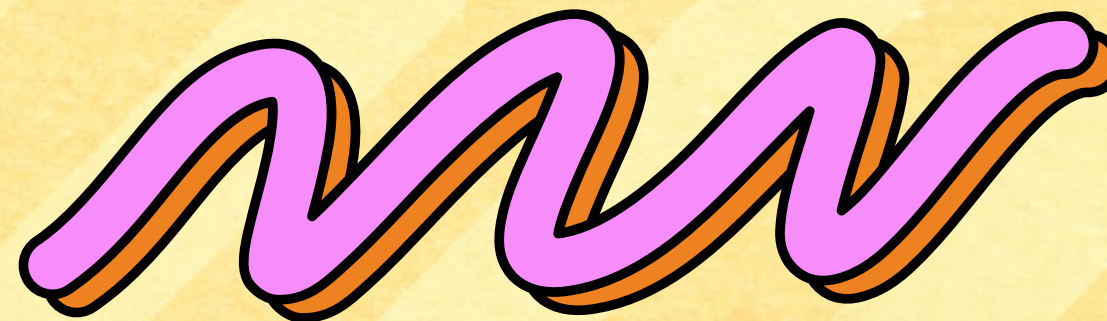
WAYNE M STANLEY - PRESIDENT & CEO





# About **BOWE** **DIGITAL**

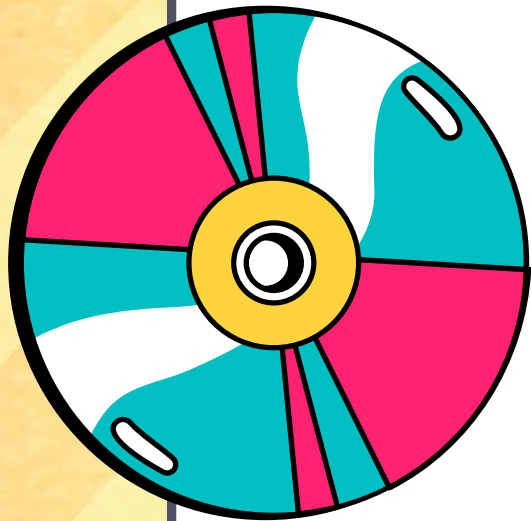
- Marketing Firm Specializing in Small Businesses
- Any Budget | Any Business | Any Market
- Traditional: Logos, Flyers, Slides, Training, Strategy
- Digital: Websites, Social Media, Email, Video, Blog





# What's working Today

- Consistency
- Less "Sales" Message
- Meaningful Content
- Respect of Time
- Lean on ALL Types of Business/Customers



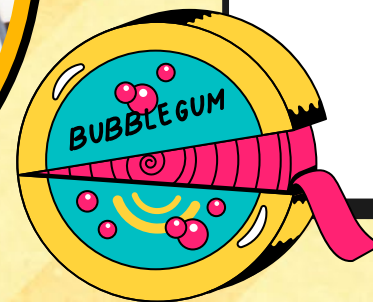


# What to Focus on in 2024

Consistency  
& Content

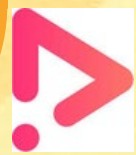


Video. Video. Video.  
& More Video.

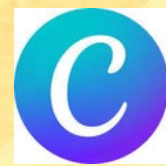




# some of the best video tools



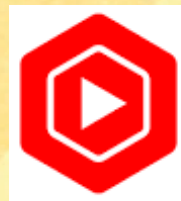
**Promo**  
promo.com



**Canva**  
canva.com



**Vimeo**  
vimeo.com



**YouTube Studio Editor**  
youtube.com



**MixKit**  
mixkit.co



**Pixabay**  
pixabay.com



## Other Apps to Know:

- Bomb Bomb
- iMovie
- Vid Yard
- Adobe Express
- Veed.io



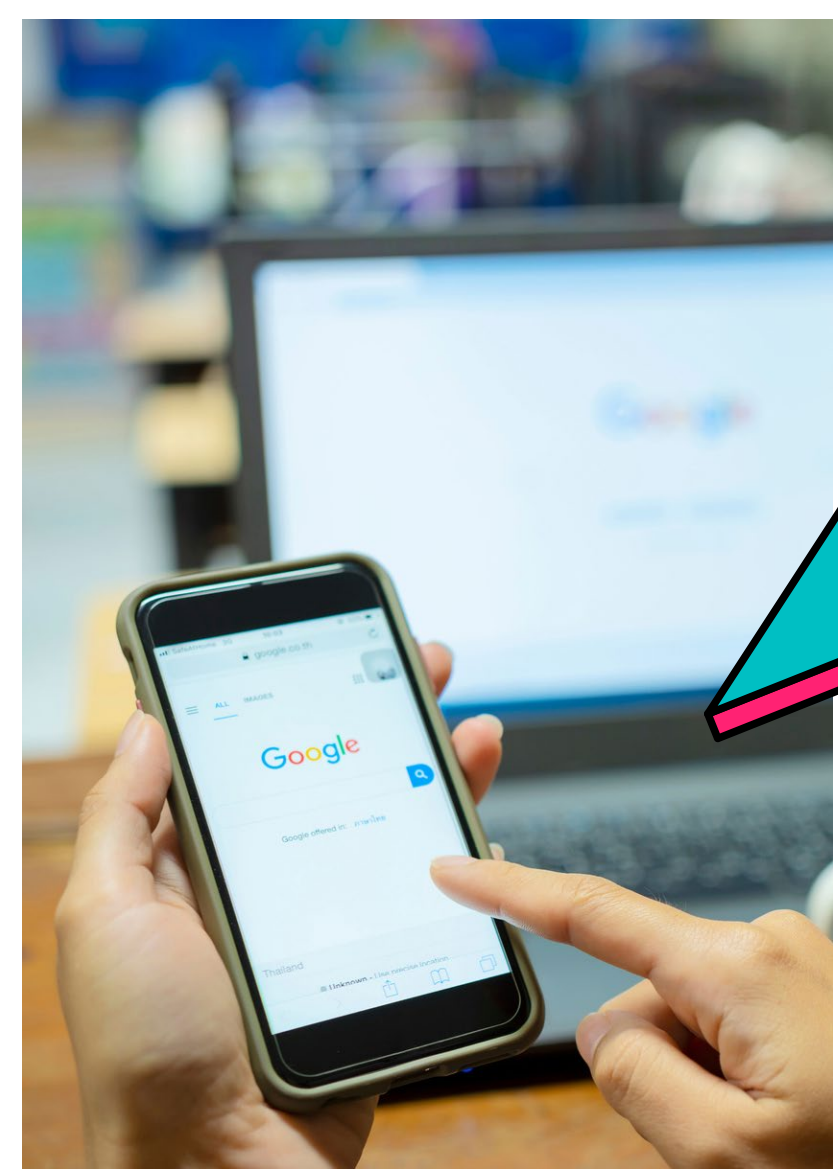
# AI/Chat GPT



# Voice Search



# Local SEO





ChatGPT ●

**Recommend a dish**  
to bring to a potluck

**Get started**

Log in

Sign up

# PROMPT FORMULA FOR CHATGPT

Context

Clarify



Task/ Instruction

Refine



ChatGPT

Explore GPTs

Previous 7 Days

Bowe Digital Testimonial

Previous 30 Days

ALTA Speech Spark Summ

LTAC Conference Toast Id

August

Year of Communication F

July

Realtor Marketing Ideas

May





Title: Title Agent Webinar

Boost Your Storytelling S

Upgrade plan

ChatGPT Auto



-  Create a Renaissance-style painting
-  Quiz me on ancient civilizations
-  Python script for daily email reports
-  Help me understand a technical document



Hello. I am leading a session for reverse mortgage professionals about how to better their marketing in 2025. I would like you to provide with me 60 TikTok ideas for the next two months of marketing content. I want them to be able to take this list and then customize it for their own market or operation. I want these to be simple ideas and not too complex. Most of the attendees in the session are not marketing professionals.





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ChatGPT can make mistakes. Check important info.



## General Education (10 ideas)

1. "What is a Reverse Mortgage?" – Simplify the basics in under 60 seconds.
2. "3 Myths About Reverse Mortgages" – Debunk common misconceptions.
3. "Who Qualifies for a Reverse Mortgage?" – Outline the eligibility criteria.
4. "How a Reverse Mortgage Works" – A quick step-by-step explanation.
5. "Reverse Mortgage vs Traditional Mortgage" – Compare both in simple terms.
6. "Why Some Seniors Choose Reverse Mortgages" – Discuss real-life scenarios.
7. "Benefits of a Reverse Mortgage" – Highlight how it can help.
8. "Common Reverse Mortgage Questions" – Address frequently asked questions.
9. "How to Apply for a Reverse Mortgage" – Explain the basic application process.
10. "Using a Reverse Mortgage for Home Improvements" – Share the benefits of using the funds for this purpose.



## Client Stories & Testimonials (8 ideas)

11. **Customer Testimonial** – Share a client's positive experience (with permission).
12. **"Before and After: How a Reverse Mortgage Helped This Family"** – A quick transformation story.
13. **"Why I Chose a Reverse Mortgage"** – Interview a satisfied client.
14. **"Myths I Believed Before Getting a Reverse Mortgage"** – A client shares what they learned.
15. **"How Reverse Mortgages Changed My Retirement"** – A senior's story.
16. **"Reverse Mortgage Success Story"** – Highlight a successful client case.
17. **Client FAQ Series** – Answer one client question per video.
18. **"Day in the Life of a Reverse Mortgage Borrower"** – Showcase how life can change post-reverse mortgage.



## Financial & Retirement Planning (10 ideas)

19. **"Using a Reverse Mortgage to Boost Retirement Income"** – Explain how it can complement pensions or savings.
20. **"How to Stay in Your Home with a Reverse Mortgage"** – Discuss aging in place benefits.
21. **"Financial Security in Retirement"** – Highlight reverse mortgages as a financial tool.
22. **"Protecting Your Heirs and Assets with a Reverse Mortgage"** – Address inheritance concerns.
23. **"What Happens to My Home After I Pass Away?"** – Clarify the process.
24. **"Why Planning for Retirement Income Matters"** – General financial advice.
25. **"How Reverse Mortgages Can Pay for Healthcare"** – Show how it can cover medical expenses.
26. **"Home Equity and Your Retirement"** – Explain home equity's role in financial planning.
27. **"Can I Leave My Home to My Kids with a Reverse Mortgage?"** – Address this common concern.
28. **"How Reverse Mortgages Fit Into Financial Planning"** – Collaborate with a financial advisor for this one.



## Home Tips & DIY Ideas (5 ideas)

- 29. **"3 Simple Home Improvements to Increase Comfort in Retirement"** – Suggest improvements funded by reverse mortgages.
- 30. **"Safety Tips for Aging in Place"** – Offer ideas for making homes safer for seniors.
- 31. **"How to Modernize Your Home with a Reverse Mortgage"** – Share easy, low-cost upgrades.
- 32. **"Accessible Home Design Ideas"** – Talk about making homes more accessible.
- 33. **"Home Maintenance Tips for Seniors"** – Offer simple tips for upkeep.

## Q&A & Tips Series (7 ideas)

- 34. **"How Much Money Can I Get from a Reverse Mortgage?"** – Answer this common question.
- 35. **"How Long Does the Reverse Mortgage Process Take?"** – A short explainer.
- 36. **"Reverse Mortgage Fees Explained"** – Break down the costs involved.
- 37. **"How Reverse Mortgage Interest Rates Work"** – Simplify interest rates.
- 38. **"Can I Lose My Home with a Reverse Mortgage?"** – Answer a top concern.
- 39. **"What Happens if I Sell My Home?"** – Explain this process.
- 40. **"5 Questions to Ask Before Getting a Reverse Mortgage"** – Important considerations.



## Fun & Engagement (10 ideas)


41. **"Reverse Mortgage in 30 Seconds Challenge"** – Try to explain the concept in just 30 seconds.
42. **"Guess the Reverse Mortgage Term"** – Use fun graphics and have viewers guess terms.
43. **"Fact or Myth: Reverse Mortgages"** – Play a game of true or false.
44. **"How Old is Too Old for a Reverse Mortgage?"** – Fun explainer of age limits.
45. **"Reverse Mortgage Trivia"** – Engage viewers with quick trivia questions.
46. **"Reverse Mortgage Pop Quiz"** – A 15-second quiz about reverse mortgage facts.
47. **"Day in the Life of a Reverse Mortgage Specialist"** – Showcase a typical workday.
48. **"Things I Wish I Knew Before Getting a Reverse Mortgage"** – Share quick advice.
49. **"3 Surprising Benefits of Reverse Mortgages"** – Highlight lesser-known advantages.
50. **"What's Stopping You from Getting a Reverse Mortgage?"** – Address common hesitations.



## Collaboration & Partnerships (5 ideas)

- 51. **"Interview with a Financial Planner"** – Collaborate to explain reverse mortgages from a financial perspective.
- 52. **"Partnering with Local Realtors"** – Talk about reverse mortgages for buyers.
- 53. **"Ask an Expert: Reverse Mortgage Lawyer"** – Interview an attorney to address legal concerns.
- 54. **"Working with Local Senior Centers"** – Discuss how to help seniors with reverse mortgages.
- 55. **"Reverse Mortgages and Family Planning"** – Collaborate with a family counselor on how to discuss reverse mortgages with loved ones.

## Behind the Scenes & Office Culture (5 ideas)

- 56. **"Meet the Team"** – Introduce your team of reverse mortgage experts.
- 57. **"How We Help Seniors with Reverse Mortgages"** – A day in the office helping clients.
- 58. **"What Happens When You Call Us?"** – Show a friendly, welcoming experience.
- 59. **"Behind the Scenes of a Reverse Mortgage Consultation"** – Walk viewers through what happens in a meeting.
- 60. **"Celebrating a Reverse Mortgage Closing"**  Share the joy of completing the process for a client.



# Chat GPT Pr ompt s

- Blog Posts
- Social Content
- Website Content
- EmailResponses
- Newsletters
- Video Scripts

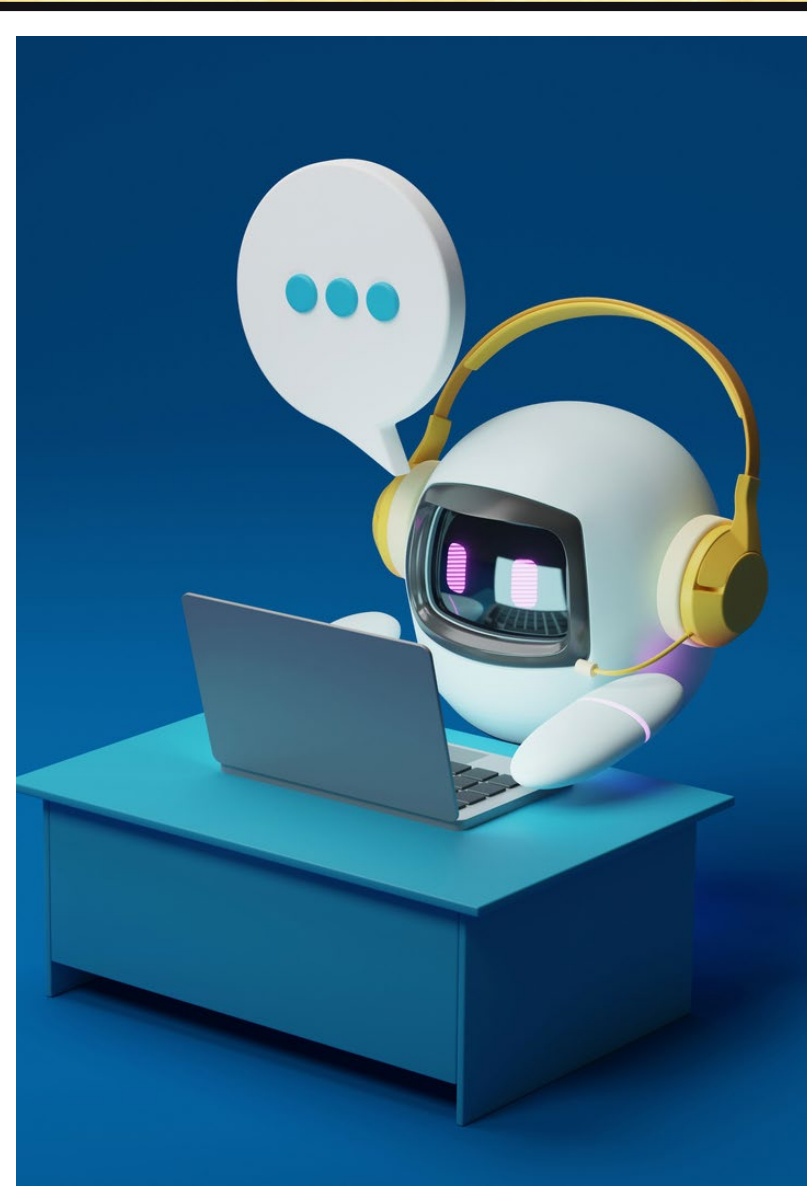




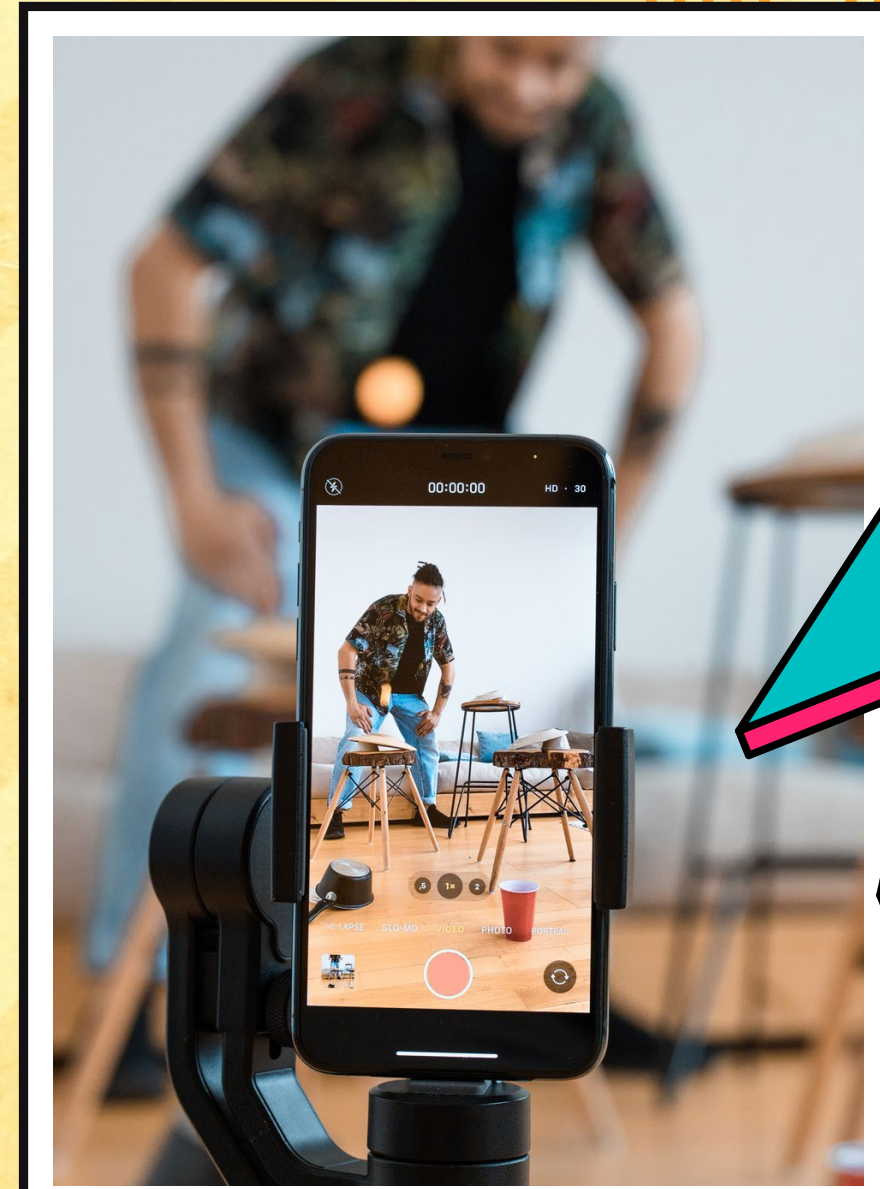
## Influencer Marketing



## Chat Bot s

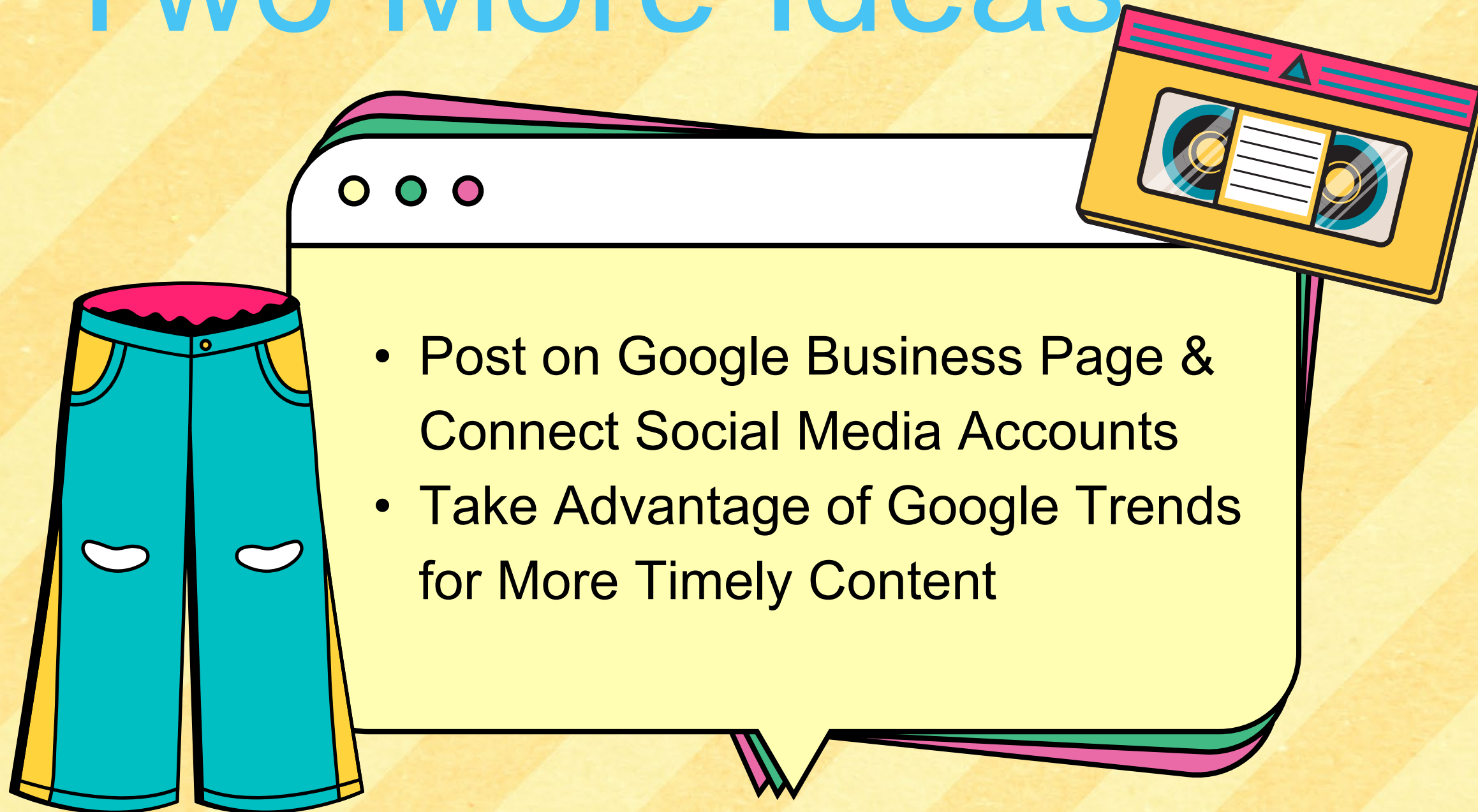


## Tik Tok vs Google





# Two More Ideas



- Post on Google Business Page & Connect Social Media Accounts
- Take Advantage of Google Trends for More Timely Content



reverse mortgage  
Search term



+ Compare

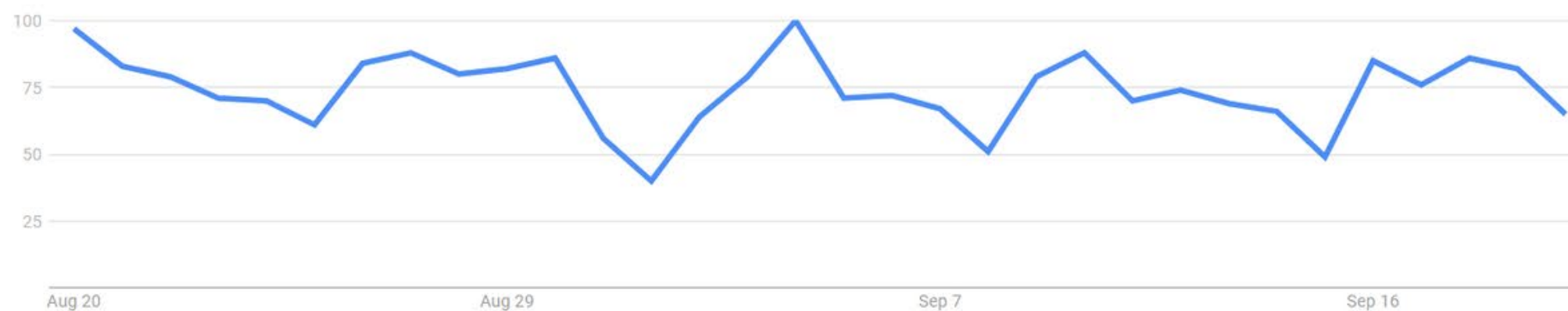
United States

Past 30 days

All categories

Web Search

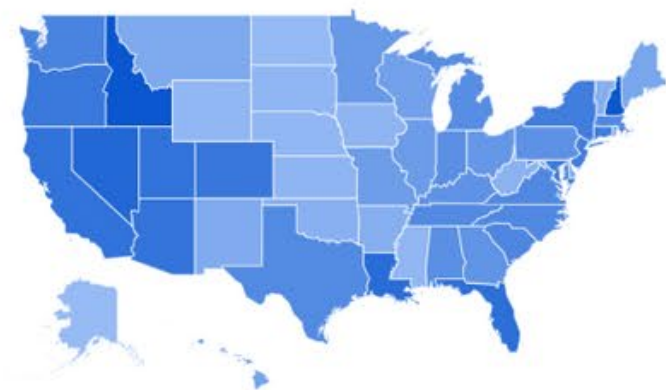
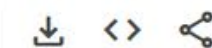
### Interest over time



### Interest by subregion



Subregion



1	Idaho	100	<div></div>
2	New Hampshire	99	<div></div>
3	Nevada	85	<div></div>
4	Louisiana	80	<div></div>
5	Florida	78	<div></div>



## Related topics

Rising ▼



1 Reverse Mortgage Funding - Topic

Breakout

2 Real Estate Settlement Procedures Act - Topic

Breakout

3 Longbridge Financial, LLC - Topic

Breakout

4 VA loan - Topic

Breakout

5 Finance of America Companies Inc. - Financial ...

Breakout

◀ Showing 1-5 of 14 topics ▶

## Related queries

Rising ▼



1 minimum age for reverse mortgage

Breakout

2 home equity line of credit

Breakout

3 reverse mortgage michigan

Breakout

4 best reverse mortgage companies

Breakout

5 explain a reverse mortgage

Breakout

◀ Showing 1-5 of 19 queries ▶



● reverse mortgage  
Search term



● United States presidential ele...  
Topic



+ Add comparison

United States ▼

Past 30 days ▼

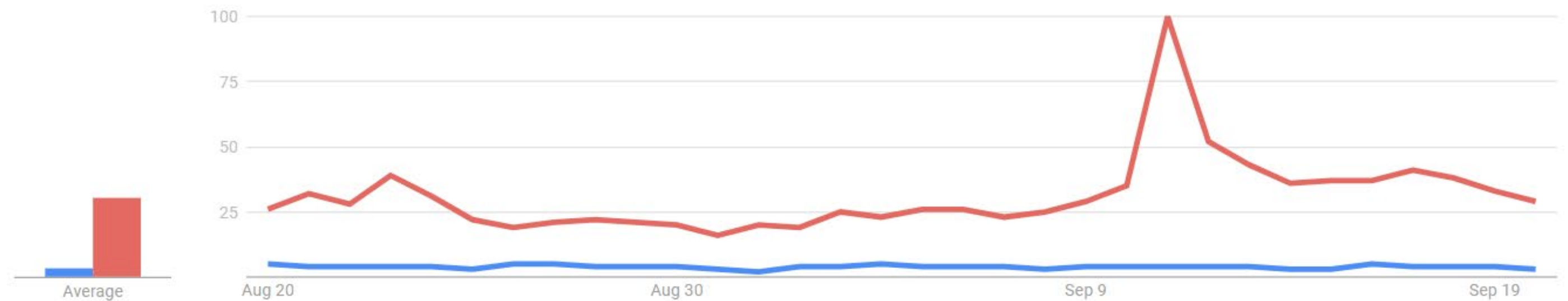
All categories ▼

Web Search ▼

! **Note:** This comparison contains both Search terms and Topics, which are measured differently.






[LEARN MORE](#)

Interest over time ?





# THANK YOU LET'S CONNECT!

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-  Schedule Time: <https://calendly.com/waynestanley>