



How Mortgage 1 Used Blogging to Propel Unprecedented Growth



Background

Mortgage 1 is a leading mortgage lender who has helped more than 90,000 home buyers realize their dreams of home ownership. The company has more than 200 loan officers operating in eight states. Mortgage 1 specializes in helping first-time home buyers. The company has processed more than \$12 billion in home loans.

Challenge

Mortgage 1's blog was sporadic, inconsistent and, frankly, not very engaging. Articles were too short. Articles were not SEO'd. Imagery for articles was dull. Articles lacked clear calls to action (CTAs.)

Solution

Inbound 281 mapped out a strategy. We conducted keyword research to identify topics relevant to Mortgage 1 personas. We developed a schedule. We created graphics that were consistent with the Mortgage 1 brand. We created compelling CTS. We wrote article across a range of topics, including consumer information, home buying, lending trends, news, and profile of Mortgage 1 loan officers and branches.

We can help you achieve this same success.



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Road map to objectives

- Conduct keyword research
- Focus on key personas
- Include compelling calls to action
- Create engaging, stylish, branded visuals
- Include loan officers and branch offices in the mix
- Promote blogs via social media

RESULTS

52

Blogs published

5,000

Page views of blogs

1,000

On-page blog shares

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