



How Mortgage 1 Gained a Million Social Media Impressions



Background

Mortgage 1 is a leading mortgage lender that has helped more than 90,000 families 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

According to Mortgage 1 CEO Mark Workens, the company lacked a cohesive social media strategy. Not all loan officers were using social media and those who were had inconsistent messaging. The company needed a unified approach.

Solution

Inbound 281 connected Mortgage 1 branches to HubSpot and used HubSpot's bulk social media tools to upload and schedule posts on a weekly basis. 104 loan officers participate in the program. Over a two year span, nearly 25,000 posts have been published, generating more than a million impressions and over 5,000 clicks. Website traffic from social media has grown 1657%.

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1.800.834.4910 inbound281.com

How Mortgage 1 Gained a Million Social Media Impressions

Road map to objectives

- Connect 104 individual loan officer social media accounts
- Write, design and schedule weekly social posts
- Publish posts using HubSpot social media tool

RESULTS

24,687 Published social posts

5,479 Click rate from social media posts

1,002,047 Impressions from website traffic

1657% Increase in website traffic from social media

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