



OBJECTIVE:

Inlanta Mortgage, a mortgage banker and broker with 25 branches in nine states, wanted to raise its public profile in order to grow its business by 50% in one year and expand into additional states.

TARGET AUDIENCE:

Loan officers and branch managers with more than five years experience in the industry.

STRATEGY:

Develop and implement an Integrated Marketing Communications plan to increase awareness of the firm, establish the company as a leader, and position it as an excellent choice for brokers interested in a partnership.

CREATIVE:

We created two ads and two direct mail campaigns that promoted Inlanta Mortgage as a strong and secure company in the current uncertain economic environment, as well as an excellent choice for partnership. We also developed an aggressive media relations campaign, which involved regular distribution of press releases, securing feature articles authored on the client's behalf, and positioning company executives as experts available for media interviews.

RESULTS:

Inlanta Mortgage continues to reap significant benefits from this ongoing program.

In the first 18 months, the company opened several new branches, which were a direct result of the advertising, direct mail and public relations programs that we developed. Inlanta received more than 46 media placements, including interviews by the industry's elite publications, Mortgage Banking and American Banker. And, the public relations segment of the plan delivered a media investment of 13 times Inlanta's investment.

Mortgage Banking Association Reprint



Scotsman Ethics



Scotsman Guide

