

# MORTGAGE INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- How informed are your mortgage decisions?
- Do you have a mortgage? (Poll)
- Are you ready to apply for a home loan? Find Out!



INCREASE **SOCIAL**  
ENGAGEMENT

## LINKS TO LIVE INDUSTRY EXAMPLES

- [Calculate your mortgage monthly payment](#)
- [Get the best mortgage rates!](#)
- [Try your hand at this Mortgage quiz!](#)
- [Second mortgage calculator](#)
- [Loan comparison calculator](#)
- [Home affordability calculator](#)



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which type of mortgage plan is most suitable for you?
- What are the best bank rates you can get?
- Should I get a fixed rate or variable rate mortgage?



STAY **TOP OF MIND**

## COST CALCULATORS

- How much will your mortgage payment be?
- Calculate your average mortgage interest rate!
- How is the interest rate on the mortgage expected to change if I wait another year to buy a home?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- How much can you save by taking an XYZ mortgage plan?
- How much can you save by increasing your credit score when applying for a mortgage?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- Which mortgage provider has better customer service - ABC or XYZ?
- How is XYZ Bank giving better rates than ABC?



GROWING **MQL**