

MORTGAGE INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- How informed are your mortgage decisions?
- Is your house on mortgage?(poll)
- How ready are you to apply for a mortgage loan?



INCREASE **SOCIAL**
ENGAGEMENT

LINKS TO LIVE INDUSTRY EXAMPLES

- [Find your mortgage](#)
- [Get the best mortgage!](#)
- [How well do you know Mortgages?](#)



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which type of mortgage is best for you?
- Which mortgage provider is best for you?
- Which mortgage plan should you go for?
- What bank rate should you go for?



STAY **TOP OF MIND**

COST CALCULATORS

- How much will be your mortgage payment?
- How much are you paying out as monthly mortgage payment?
- Calculate your mortgage rate.
- How much will your house cost?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much can you save by taking xyz mortgage plan?
- How much can you save by increasing your credit score when applying for a mortgage?
- How much can you save by taking a mortgage vs a loan?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- How is xyz mortgage provider better than abc in providing customer services?
- How are mortgages better than loans?
- How is xyz giving a better bank rate than abc?



GROWING **MQL**