

East Coast Capital Mortgage - Case Study

East Coast Capital is one of the most credible **mortgage bankers** in New York. They've been serving New York since 1999 and currently have 11 mortgage banking branches throughout the United States.

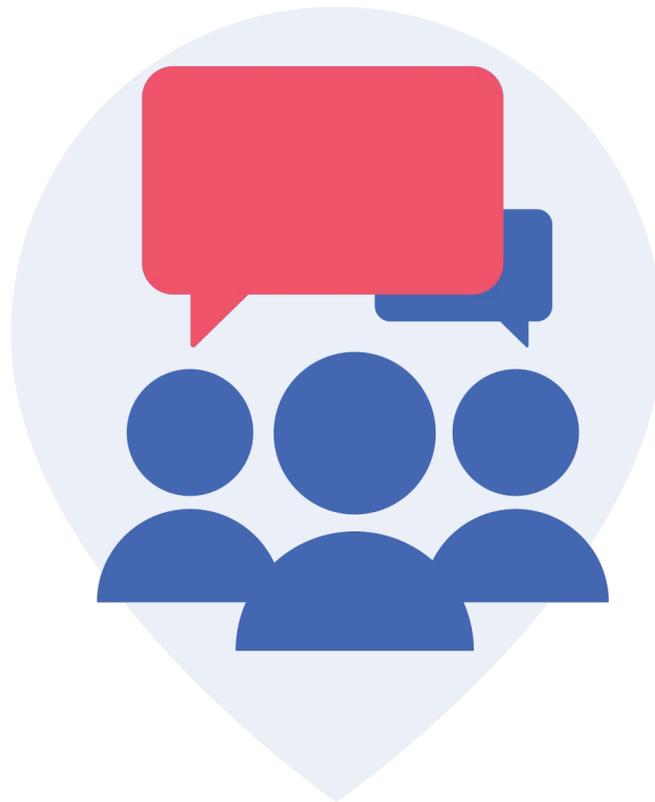
East Coast's mission was to **develop a lead generation machine** they could use to feed their growing sales staff with a steady flow of new business and stop relying on 3rd party companies or referrals from real estate agents..



Challenges

East Coast Capital's mission was to increase originations of FHA loans, VA loans and New Purchase business across 12 states.

Additionally, they needed to make sure the **applicants were pre-qualified** in terms of homeownership, credit, income and liquidity while simultaneously **maintaining compliance with TILA and Reg Z**.



How we helped

Using the powerful audience targeting options on Google and Facebook, alongside our 15+ years experience in the mortgage industry, we were able to target qualified prospects for East Coast while maintaining compliance every step of the way.

We connected the leads directly to the company's CRM which notified loan officers in real-time when a new prospect had arrived.

After only 3 months of working with us, **the company had a scalable lead generation machine that brought in a steady flow of new business for their sales staff.**



How we did it

1

Audience Targeting

Facebook and Google were instrumental in helping us find the right audience for the company and presenting our offers.

3

CRM

All leads were connected to the company's business system so loan officers were notified in real-time enabling them to instantly follow up with the leads.

2

Landing Pages

We built custom landing pages for the company which had high conversion rates. We used these pages to drive traffic and collect user's information.

4

Drip Email Marketing

Each lead's email address was automatically added to an email nurturing campaign which sent pre-written messages to uncontacted leads, increasing the contact rate for the loan officers.