



# Helping Mortgage 1 Stay #1

Inbound 281 Provides Lead Generation & Digital Marketing to Help Leading Mortgage Lender Grow



*"Inbound 281 created and executed a flawless plan. Inbound 281 gets it done. I would highly recommend them."*

Mark Workens, CEO, Mortgage 1

## KEY METRICS

New Web Users

40%

Website Health

36%

Search Visibility

7.5%

Website Goal Completions

6,200

Lead Generation

1,298

Social Media Clicks

1,617

Social Media Likes

3,797

## THE CLIENT

From a single office in 1994 to over \$11 billion in sales, Mortgage 1 ([mortgageone.com](http://mortgageone.com)) has grown into a mortgage powerhouse. The company has an eight-state footprint, is the fourth-largest lender in Michigan, and has been the Michigan State Housing Development Authority's number one lender since 2014. Mortgage 1 prides itself on customer service, low fees, and fast turnaround. The company has helped more than 80,000 families make their home-buying dreams come true, and is equally committed to being a good corporate citizen, as well as a trusted employer.

## THE CHALLENGE

Mortgage 1 was an early technology adopter. The company was one of the first mortgage lenders to offer an online app. "Mortgage in a SNAP" provides home buyers with fast, secure, online approval in as little as 15 minutes. By early 2019, however, Mortgage 1 CEO Mark Workens felt an upgrade was needed to the company's digital marketing and lead generation efforts.

## THE RESULTS

Inbound 281 devised and executed a lead gen plan that generated the following results in 2019:

### Website

- Overall traffic up 26%
- Unique visitors up 36%
- New users up 40%

### SEO

- Improved Site Health score from 57% to 93%
- Reduced number of site errors from 400 to 3
- Increased search visibility by 7.5%
- Gained top ten ranking for 7 keywords

### Social Media

- 2,131 total posts
- 1,617 clicks
- 3,800+ likes and comments

### Blogging

- 26 blogs
- 2,890 page views
- Blog shares: 737

### Paid Ads

- Mortgage applications from PPC: 1,837
- Brand awareness enhanced by 2,373,544 ad impressions

### Goals & Lead Generation

- Goal completions: 6,200
- CTAs clicked: 3,183
- Accounts created: 1,298

*"Our challenges were in two areas: improving our Google rankings and providing a consistent social media presence," says Mortgage 1 CEO Mark Workens. "Inbound 281 created and executed a flawless plan. People have noticed a dramatic improvement in both areas for us. I also like that Inbound 281 proposes ways for us to continually improve. I would highly recommend Inbound 281 to anyone."*

