



HELPING MORTGAGE LOAN OFFICERS

Achieve Success with Social Media Marketing



It's no surprise that **social media** can help drive results for your mortgage business.

In fact, the question for most marketers at mortgage lending institutions isn't IF they should be doing more social media marketing – it's HOW:



● *How can I scale my social media efforts when I'm already strapped for time and resources?*

● *How can one person manage social media on behalf of hundreds of loan officers?*

● *How can I set my loan officers up for success?*

Let's face it: Mortgage loan officers aren't marketers (even if they like to think they are), and they need support. Fortunately, there are best practices marketers can follow to help their loan officers be successful.

To help loan officers achieve results with social media, marketers need:



The right social media management platform to make scale possible



A social selling strategy backed by a dynamic content plan



Effective social media training for loan officers

1

Post on your loan officer's behalf.

Competition has been fierce in the mortgage industry, and loan officers are busier than ever. They must **post frequently on social media to stand out from the competition and stay top of mind with prospects**, but that doesn't mean they have the time or inspiration to do so. That's where marketers can step in to create and publish posts for them.

Frequency will depend on your loan officers' interest and capacity for posting on their own, but it's good to ensure that posts are going up **six times a week on average**. If that sounds like too much to handle, you're in luck: [A platform like Denim Social can help you post across hundreds of profiles in just a few clicks.](#)



2

Incorporate compliance in every step.

Of course, all electronic communication — even posts and engagements from individual mortgage loan officers on social media — must remain compliant.

A healthy fear of overstepping compliance boundaries can be a good thing, but it shouldn't stop your social progress. The right social media marketing tools can help ease your mind and theirs.

While most social media management tools have been designed for consumer brands or small businesses, **Denim Social was designed to help marketers in regulated industries** ensure every post from every employee stays within regulatory bounds.

For one, the software includes content libraries where you can store **pre-approved content** for loan officers to access at any time. You can also set up **filters to flag problematic keywords** before they ever make it to the approval step, limiting approval requests and preventing bottlenecks. **Custom-structured approval workflows automatically route posts to the right people** so every post receives proper sign-off before going live. Together, these functions help ensure smooth compliance processes, no matter how many loan officer profiles you're overseeing.



PRE-APPROVED CONTENT



KEYWORD FILTERS



APPROVAL WORKFLOWS

3

Combine paid and organic management.

Organic posting on mortgage loan officers' profiles is a necessary first step to an effective social media marketing strategy, but it's not the only component.

Organic posts may have received a lot of attention years ago, but social media platforms [change their algorithms](#) frequently, making branded content less visible. Organic content can't stand on its own.

[Organic content paired with paid social media advertising, however, can show huge returns. Paid advertising allows marketers to land loan officers' posts in front of the right audiences at the right times.](#)

Of course, if managing all of your loan officers' organic posts already sounded like a challenge, managing paid on top of it likely seems impossible. But, once again, the right tools can save the day and your sanity. Find a social media management tool that combines organic and paid into one platform. That way, you can streamline your efforts for easy management and oversight across both.

Finding the right social media management platform is one thing – but not everything. It also requires the right content to inspire action and meet your goals.

How to Activate Your Social Selling Strategy with a Dynamic Content Plan

You know what they say: Behind every successful mortgage loan officer is a smart marketer. (Well, at least they *should* say it.) But smart marketers know they can't pull off a thriving social selling strategy without their loan officers' participation and support. To achieve this, a dynamic, easy-to-implement content plan is a must.

To realize the full benefits of a social media marketing strategy, loan officers must post the right content frequently and consistently. Monthly social media content plans outlining who will post what and when can help.



Consider these tips when creating content plans for your loan officers:

1

Supply educational and promotional content for your loan officers.

2

Guide mortgage loan officers in developing their own personal posts.

3

Take advantage of content curation.

1

Supply educational and promotional content for your loan officers.

Loan officer content should be a mix of financial education, personalized posts, and limited promotion. Marketers can easily create and schedule educational and promotional posts with a platform like Denim Social, which offers content libraries filled with posts from trusted third-party news sources. Linking to these in social media posts is a quick and easy way to share valuable educational content, and Denim Social saves marketers from spending hours digging for the right information.

Promotional content should be limited and meaningful. Branded posts should still be valuable to audiences.

Include additional education or information with each post, and consider developing [personalized landing pages](#) on your website to link prospects to a tailored and personalized experience from every social post.



2

Guide mortgage loan officers in developing their own personal posts.



If only posting educational and promotional content, social media can feel dry and impersonal. After all, people buy from people, especially when it comes to major purchases like a home. They want to know the person on the other side of the table (or device) is a real expert they can trust with one of life's biggest financial decisions.

Photos from community events and closing photos add a human level to the business and create connection points.

Authenticity is key here, though, which means loan officers should create and post this type of content themselves.

Luckily, it's the easiest and most fun to develop, so they're likely to be more receptive to the idea, especially if you're handling educational and promotional posts for them.

3

Take advantage of content curation.



Finding quality content is one of the biggest hang-ups for posting on social media frequently and consistently. It's true that searching for content is time consuming, and it can be especially tough to find content that's relevant for financial marketers and loan officers to share with consumers.

Not anymore. Through an integration with content curation industry leader UpContent, Denim Social provides financial marketers and loan officers the ability to curate collections of relevant, high-quality and compliant social media content.

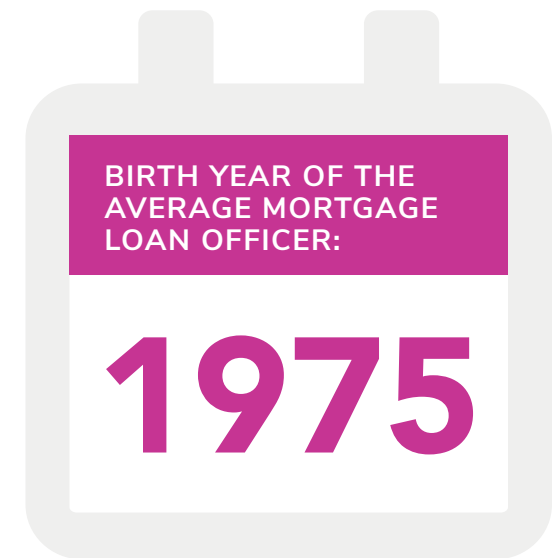
With content curation, you can take advantage of pre-populated post captions or customize messaging to fit the brand.

Plus, with regularly uploaded articles, you will never run out of shareable content. But even the best content won't go very far if your loan officers lack buy in and proper training.

How to Provide Effective Social Media Training for Loan Officers

Let's be candid: [The average age of a loan officer is 47](#), which means most aren't digital natives. It's not that they can't or won't use social media — they just need the right support to get up and running quickly, see high returns, and stay compliant.

Denim Social's dedicated Customer Success Team can get your loan officers on board and excited about using social media to drive their business.



Additionally, below are some training tips:

1

Explain the opportunity in social selling.

2

Stress consistency.

3

Create journeys, not dead ends.

1

Explain the opportunity in social selling.

Lenders today retain fewer than [20% of past customers](#). With the average borrower purchasing [11 mortgages](#) throughout their lifetime, that's a lot of opportunity left on the table.

It's important for mortgage loan officers to understand that [social selling](#) can help close the gap. It's an excellent way to build authentic, human connections that inspire trust and loyalty to keep existing customers coming back. A social selling strategy can also help loan officers get in front of more prospects, as individual employee accounts have [10 times the reach](#) of brand pages alone.



2

Stress consistency.



Social media is fast-paced by nature, and content becomes obsolete quickly. Plus, social media platform algorithms favor accounts that post frequently. If mortgage loan officers aren't sharing content consistently enough, they might appear irrelevant, not show up in feeds, and – worst of all – fall off borrowers' consideration radars.

But frequency of posts isn't the only place where consistency is key. You also want to make sure all posts offer a look and feel that's consistent with your brand, and copy has a consistent voice. These elements provide your brand with a unique personality and should not vary much across posts and platforms.

Make sure your loan officers understand your brand voice, look, and feel with clear and concise guidelines.

Better yet, arm them with pre-approved post copy, imagery, logos, and other graphics to get them off on the right foot with their posts.

3

Create journeys, not dead ends.

Mortgage loan officers should think of their social selling strategies as customer experience builders, not just collections of standalone posts.

Denim Social research has shown that the vast majority of financial institutions are missing out on this opportunity to create experiences by failing to include links in posts.

Links are important because they give followers a next step in their journey with your brand.

Say a prospective customer sees a loan officer's post about tips for first-time mortgage seekers. **The customer likes the post, but what's next?** A link within that post to a [landing page](#) on your website with more helpful information can take the customer from point A to point B in the consideration journey.

Make sure loan officers **include links in every post and understand that social media is the beginning of a journey**, not a dead end. Ultimately, creating a customer experience with a holistic social media strategy inclusive of organic posts, paid advertising, and landing pages extends the journey and drives leads.



Getting Your Mortgage Loan Officers on the Right Track

So, going back to where we started, how can marketers help mortgage loan officers achieve success with social media marketing? With the right strategy, tool, content, and training.

While that may sound simple, we understand it's harder than it sounds. If you're like most of the marketing managers we talk to, you're already strapped for time and resources so the thought of doing more is overwhelming. And, the last thing any marketing leader wants to do is hand loan officers a login and leave them to their own devices.

Social media marketing for mortgage loan officers requires a thoughtful strategy to build relationships while staying compliant. While the best practices shared in this guidebook will help you get your loan officers on the right track for a successful social strategy, know that the Denim Social team is here to partner with you every step of the way and help fill your gaps.



To have a conversation about how we can support you in this effort, schedule a demo with Denim Social and ask about our dedicated Customer Success team.

We can help set up relevant accounts, pages, and workflows while training users on how to get the most out of social media.

[SCHEDULE A DEMO](#)