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# Marketing Support for Branches and Loan Officers

Your Turn-Key Marketing Solution

## Need marketing services?

### Hit origination targets with marketing that gets real results

With rapid shifts in the mortgage landscape, you need a solution for generating leads and closing loans — key drivers to the success of your business.

Marketing helps you reach enough leads to hit your origination targets. But your access to specialized marketing support has dwindled.

When you look for solutions now, you find digital marketing services that pose as silver bullets, but...

- They leave you with lackluster results
- Or even worse, land your company in compliance and regulatory hot water

**Instead, Kaleidico's marketing services produce true results to support your business.**

### Get all-in-one marketing services

As an expert in mortgage marketing, Kaleidico supports branches and loan officer needs, managing everything from affordable websites to a full-blown turn-key marketing team and lead generation program.

**YOUR TURN-KEY MARKETING SOLUTION**

**94%**

Top-performing salespeople who believe they receive better leads from marketing

**OVER  
1/3**

Salespeople who say prospecting and lead qualification is the biggest challenge

**87%**

Leaders who say collaboration between sales and marketing enables critical business growth

Source: [Hubspot's Ultimate List of Marketing Statistics for 2022](#)

**See how we partner with you to make marketing simple and effective →**

## Top 3 benefits of working with Kaleidico

### 1. A genuinely turn-key marketing team

All of our marketing skills and disciplines are under one roof to give you a true turn-key marketing department. We partner with you to adapt strategies and tactics as the markets, your branch, and loan officers change and grow.

### 2. Proven mortgage marketing tactics

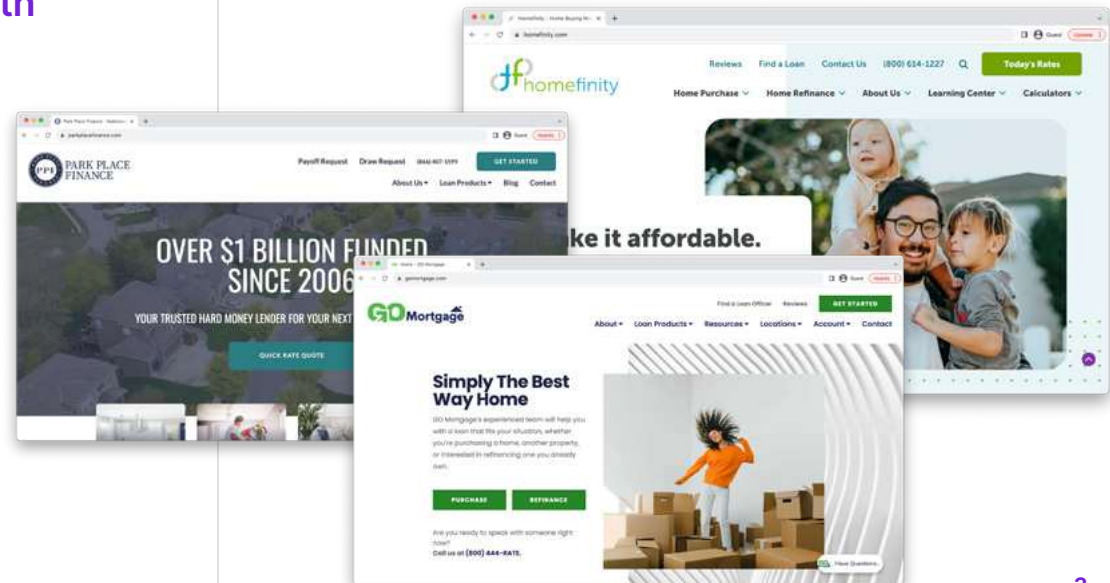
Our proven tactics and playbooks were forged from actively marketing in the mortgage industry for many loan officers, branches, and lenders of all sizes, from brokers to nationally recognized brands for 20+ years.

### 3. Scalable services to support your growth

We have nearly unlimited capacity to grow with your branch and loan officer operations. This will be critical as we eventually move toward the inevitable next market/refinance boom.

### MORTGAGE MARKETING SERVICES

- ✓ Website design and development
- ✓ Search Engine Marketing (SEM)
- ✓ Search Engine Optimization (SEO)
- ✓ Content marketing
- ✓ PPC ads
- ✓ Email marketing
- ✓ Social media
- ✓ Qualified leads to buy



## How Kaleidico's marketing solutions work for you

- Schedule a discovery call with us to share your needs and get our insights on the best steps forward.
- We work as a true agency to be agents of you. We help you build a long-term marketing asset. **You own everything** you invest in with us.
- Get a custom, battle-tested lead-generation WordPress **website in two weeks.**
- Get industry-leading performance marketing expertise that will immediately feed you with **mortgage leads** for specific loan programs, scenarios and segmentation, and geographic targeting.
- Use Google Ads, Facebook Ads, SEO, content marketing, and email marketing to quickly generate leads and create a **sustainable program** for any market.

### In-House Marketing



Marketing Director

VS

### The Kaleidico Marketing Team



**Robbin Sejud**  
Business Strategist



**Asia Rapai**  
Copywriter



**Nate Rapai**  
Designer



**Angelo Marasa**  
Web Developer



**Julia Wells**  
SEO/Content Lead



**Joseph Powell**  
PPC Specialist



**Mika Kotanova**  
Account Manager



**Jeremy Kilar**  
Social Media Lead

## Boost your marketing efforts today

Secure your business by partnering with Kaleidico for specialized marketing solutions. We'll help you overcome the unique challenges you face in this industry.

Benefit from the nuance and depth of what Kaleidico offers with our extensive background in lead generation and digital marketing strategy.

**Connect with us to share your marketing needs. Our team will jump in and support you to get quick results.**

[Schedule a discovery call to get started](#)

