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# Marketing Support for All Aspects of Your Business

Your Turn-Key Marketing Solution

## Boost overall loan production with the best sales enablement and marketing support

The current mortgage market has forced severe cuts to marketing personnel and resources across your organization.

These rapid shifts have reduced the mortgage marketing support that you can offer branches and loan officers, making them less effective at generating leads and closing loans — key drivers to the success of your business.

Strategic marketing reaches the leads needed to hit origination targets. But access to specialized marketing support has dwindled.

When your branches and loan officers look for their own solutions, they'll find digital marketing services that pose as silver bullets, but...

- Leave them with lackluster results
- Or even worse, land your company in compliance and regulatory hot water

Offer the leads and sales enablement that top talent craves to support consistent loan production and ultimately grow your business.

**Kaleidico offers a true solution to support your branches and loan officers →**

**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](#)

## Your all-in-one marketing solution

Get the experience and expertise of a seasoned mortgage marketing team without pulling against the limited resources of your corporate marketing team.

As an expert in mortgage marketing, Kaleidico provides corporate, branches, and loans officers with:

- Predictive sales revenue
- Proven digital marketing strategies
- Mortgage industry experience
- Flexible and scalable services
- Immediate impact

**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 branches, and loan officers change and grow. We quickly design and execute campaigns as loan programs and lending scenarios change.

### 2. Proven mortgage marketing tactics

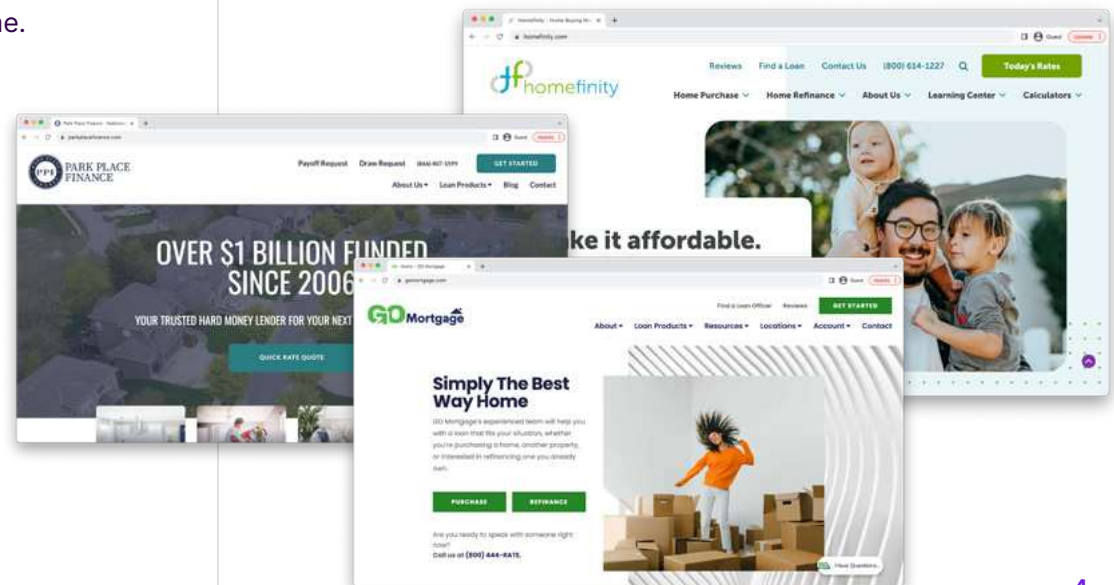
Our proven tactics and playbooks were forged from actively marketing in the mortgage industry for many loan officers, branches, and lenders of all sizes, from brokers to nationally recognized brands for 20+ years. This means there's no hand-holding, and we get legal and compliance right the first time.

### 3. Scalable services to support your growth

We have nearly unlimited capacity to grow with your branch and loan officer operations, with the flexibility to engage in a full spectrum of marketing strategies, tactics, and execution. This will be critical as we eventually move toward the inevitable next market/refinance boom.

### MORTGAGE MARKETING SERVICES

- ✓ Website design and development
- ✓ PPC ads
- ✓ SEO strategy
- ✓ Content creation and publication
- ✓ Native advertising
- ✓ PR
- ✓ Email marketing
- ✓ Qualified purchase leads



**YOUR TURN-KEY MARKETING SOLUTION**

## How Kaleidico's marketing solutions work for you

- We work as a true agency to be agents of you. We help you build long-term marketing assets. **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.
- Get access to a wide range of **high-intent lead types** that branches and loan officers can buy from a qualified source.
- Offer the best sales enablement to help your branches and loan officers **nurture leads and close deals.**

### In-House Marketing



Marketing Director

VS

### The Kaleidico Marketing Team



**Bill Rice**  
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 support today with predictable execution in even the most uncertain markets

Secure your business by partnering with Kaleidico for specialized marketing solutions. We'll help you, your branches, and your loan officers overcome the unique challenges of this industry.

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

With a collaborative process, workflow, and set of proven best practices, we consistently generate leads — fast, affordable, and consistent with your brand positioning.

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

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

