DESIGN **THUMBPRINT**

CASE STUDY

# Alterra Home Loans

## Spanish-Language Lead Generation

Mortgage Lending · Julia Adame Branch

| 746% | $11,200 | 3-4 |
|---|---|---|
| RETURN ON INVESTMENT | AVERAGE MONTHLY REVENUE | CONTRACT CLOSES PER MONTH |

### AT A GLANCE

**CLIENT**
Alterra Home Loans, Julia Adame Branch

**MARKET**
Oklahoma City metro

**INDUSTRY**
Mortgage lending and brokerage

**SERVICES**
Social Media Lead Generation, Spanish-language campaigns

**OBJECTIVE**
Replace a pipeline built on networking and word of mouth with a repeatable source of inbound Spanish-speaking borrowers

### THE CHALLENGE

The Julia Adame branch of Alterra Home Loans is the leading broker for the Hispanic market in the state of Oklahoma, writing traditional, FHA, FHA 203(k), VA, Jumbo and Foreign National loans. That position was earned the hard way, in person and one relationship at a time.

Which was also the problem. Business came almost entirely from local networking and word of mouth. Those channels build real trust, but they do not scale. Every new opportunity costs hours, the pipeline is only ever as full as the last event someone attended, and time spent generating business is time not spent closing it.

There was an underserved market sitting right there, too. A Spanish-speaking borrower working through an FHA 203(k) or a Foreign National loan needs someone who can explain it in their own language, and most mortgage marketing does not seriously try. Alterra could already serve those borrowers well. It just needed to be found by them.

So the branch went looking for a creative way to market itself and generate more inbound opportunities. Inbound is the operative word: people arriving already interested, rather than people being chased.

## OUR APPROACH

### 01

**Market in the borrower's language**

We built the campaigns in Spanish for the community the branch already served better than anyone in the state. Not translated afterthoughts, but creative made for that audience from the start. When someone sees their own language on a mortgage ad, the message is not only what it says. It is also that this lender was expecting them.

### 02

**Move the funnel onto social**

We implemented a lead generation strategy through social media that raised brand engagement and fed additional leads into the funnel. Instead of a pipeline rebuilt by hand every month at networking events, the branch got a channel that runs whether or not anyone leaves the office.

### 03

**Give the branch its time back**

The point was never just more leads. It was fewer hours spent hunting them. Inbound flow let Alterra spend less time on lead generation while revenue kept climbing, and that recovered time turned into appetite for more: additional strategies to stay in front of current customers and open opportunities.

## THE RESULTS

Each month the program puts 30 to 40 calls into the branch. Those become 10 to 15 applications and 3 to 4 contract closes, averaging $11,200 in revenue at 746% ROI.

Read the funnel top to bottom and it is a healthy one. Roughly a third of calls become applications, better than a quarter of applications become closes, and about one in ten calls ends in a signed contract. For mortgage, those are strong conversion rates, and they hold because the people calling were reached in their own language about loans they actually qualify for. The branch increased its sales funnel continually while spending less time building it by hand.

**Inbound Instead of Outbound**

The branch stopped rebuilding its pipeline by hand at networking events and started fielding calls from borrowers who came looking for them.

**A Market Served Properly**

Spanish-language campaigns reached borrowers most mortgage marketing ignores, in the exact niche where Alterra already led the state.

**Time Back to Close**

Less time generating business meant more time closing it, and the hours recovered funded further marketing to stay in front of existing customers.

### Serving a market nobody else is talking to?

We build lead programs in the language your borrowers actually speak, in the niches where you already win.

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