**MORTGAGE SPECIALISTS BROCHURE – TOUCH MARKETING**

Cover*:*

**The *Marketing Specialist* for Mortgage Specialists**

*(or)*

***Successful Marketing Strategies* for Mortgage Specialists**

*(Appropriate image)*

**Touch Marketing**

**Your smart marketing edge**

Inside:

Section 1:

***Accelerate* your business marketing**

**Free up your time to focus on what you do best.**

Running a successful mortgage business is one thing, marketing your services efficiently is quite another. That’s why savvy agents trust Touch Marketing to free them from the complexity, coordinate all their marketing efforts and deliver the results they desire.

Touch Marketing is your Toronto-based, integrated advertising and marketing firm dedicated to serving mortgage specialists in the GTA.

Our in-depth industry insight, exceptional team and range of integrated services creates the buzz that gets people talking about your services. Our suite of solutions covers marketing strategy, mainstream advertising, industry-leading online services PR, publishing, production, and all communications collateral. With us, you have the convenience and ease of a single-point innovative, integrated communications partner.

**Why Touch Marketing?**

**Engaged in your success.** Touch Marketing brings unmatched experience in providing professional marketing services for diverse requirements. We ensure uniqueness and specialty for each client by gaining an insight on their needs and designing solutions optimized for their business goals.

**Don't outspend the competition. Outsmart them.** Be it a new brand identity, an individualized simple newsletter or a multi-media campaign, we will design, develop

and deliver in the most cost-effective manner possible.

**A carefully handpicked, dedicated team.** We understand that our success is measured by success of our clients. Delivering exceptional business value to clients is the primary goal of each member on our team.

**Cutting-edge products**. Be it E-Touch, our flagship newsletter package or personalized magazines using PURL technology, we help clients stay one step ahead in the constantly evolving marketplace.

Section 2:

***Generate* a measurable ROI**

**Leverage our expertise to market yours.**

Touch Marketing brings two things to the table:

1. In-depth understanding of the mortgage industry
2. Proven expertise in marketing and communications

Our keen industry insight, demonstrated marketing expertise and extensive range of services mean we can act as an extension of your business, driving all aspects of its marketing and communication functions, or just manage individual projects.

**Touch Marketing services include:**

* Marketing strategy
* Advertising and brochure design
* Sales and promotional material
* Web design
* Media buying
* Brand management
* Direct marketing
* Newsletters and magazines
* Research
* Corporate communications

**Customized tools to drive sales.**

Touch Marketing can personalize posters, flyers, template letters, direct mail campaigns, promotions, entire magazines and more with your brand.

We also offer access to professionally produced articles for your marketing material. You can source consumer-facing articles on topics ranging from mortgage and personal finance through to property purchasing and selling, investment and lifestyle. New articles are added on a monthly basis, creating real estate industry’s largest archive of professionally produced consumer-focused articles.

Section 3:

***Enhance* bottom line results**

**In-depth thinking. Measurable results.**

Be it a customized newsletter, branded magazine, website strategy or a full fledged marketing campaign, our clients trust us for our ability to strategize, execute and deliver fresh, original solutions - that help deliver measurable value to your bottom line.

**E-TOUCH - Our flagship newsletter package.**

Highlight your personal brand with E-Touch. You can now offer clients your own professionally designed and personally branded E-newsletter – and you don’t have to lift a finger! E-Touch is an affordable and effective solution to help you strengthen client relationships and ensure you always get the business and referrals you deserve.

**Key Benefits**

* Personalized newsletter – your own logo, image and contact details
* Add your personal message or promotion
* Fully automated - WE DO EVERYTHING so you can just focus on building your business
* Professional design – unique to you
* Up-to-the-minute industry news & content produced by leading journalists
* 3 to 4 fresh articles per newsletter
* Full campaign reporting & analytics – (we’ll send your branded performance report)
* Print ready PDF newsletters – reinforce your presence with the direct mail Touch
* Ongoing referrals and business leads
* Retention of clients – get your database working for you
* Superior brand awareness in the community
* Unbeatable competitive edge over your peers

Section 4:

***Expand* your brand horizon.**

**Your network is your net worth.**Touch Marketing can build and execute professional, personalized, marketing campaigns on your behalf .We help you leverage every available channel and create new ones to grow your business, develop ongoing leads and referrals, and enhance market share.

**Beyond newsletters. Your branded magazine.**

Generate awareness and improve your client retention with a professionally designed magazine, personally branded to your business! Each printed or E-Mag will be packed with property-related content that engages, informs and drives your audience to action. Your magazine can also include a personalized message from you as well as you photo and full contact details.

* Enrich your network, build customer loyalty and generate loads of referrals
* Protect your commission - keep your clients coming back
* Increase the value of your client book through evidence of regular contact
* Increase the quality and quantity of your referrals by using our competitions
* Build a solid relationship with your clients
* Raise and maintain your professional image in your local area

**Sneak Peek - What you get with your Magazine subscription:**

* 8 page magazine – written by leading real estate journalists
* High quality – full colour and printed on premium 100IB gloss paper stock
* Flexibility – full customization of **YOUR** magazine
* Competitions –2 big ticket competitions run twice a year
* Personalized PURL page for your clients to link to your competition page (branded with your details)

**Give your business the professional personal touch
with your own branded magazine.**

|  |  |
| --- | --- |
| **Strengthen Customer Relationships** * Attraction, retention, engagement
* Provide handy tips and current market information
* Stay in touch, be top of mind, reduce drop off
* Educate your clients to ensure they come back
* Be personal, show you care

**Foundation for Growth and Loyalty*** Client loyalty transforms into ongoing leads and referrals
* Generate more business through referrals

**Client Competitions*** Valued @ up to $10,000pa
* An incentive for your clients to refer
* Generate at least 2 referrals from every appointment
* Your clients get their own PURL (Personalized Uniform Resource Locator)
* They gain immediate access to the competition when you join
 | **Local Area Marketing*** Maintain your professional image
* Build strategic alliances through local business
* Gain more exposure to previously inaccessible markets

**Hot Tip: Advertise your partners and get the magazine for FREE!*** Magazine customized with your company branding
* Past magazine articles personalized with your branding
* Also available as a E-Mag - a more affordable option for tough times
* Templates at your finger tips

**Extremely Cost-Effective*** $1.17 per month per client for most brokers
* That’s approx $3.50 per issue\*

Or* $14 pa per client

*\*Based on 500 magazines per quarter* |

**Make the *connection.***

*(or)*

**Get in *touch*, today!**

**Embark on your success.**

If one word could describe what we bring to our clients, it would be passion.
A passion for the work. A passion for the business. And most importantly,
a passion for your success.

At Touch Marketing, our ultimate goal is to build long-term, trust-based relationships. We believe that our success truly depends on its clients’ success.

**To learn more, make the connection at: www.touchmarketing.ca**

**For a free consultation, contact Tim at: 647 244 4222 or**

**tim@touchmarketing.ca.**