



MANDRIEN CONSULTING GROUP
TITLE INSURANCE AND MORTGAGE INDUSTRY

Mandrien Consulting

{Digital Marketing and Public Relations}

Learn more inside, or give us a call today at 917-338-4222 to get started!



Digital Marketing and Public Relations

{For the Title Insurance and Mortgage Industry}

Mandrien Consulting Group offers a wide range of marketing and public relations services designed to meet the specific needs of title insurance and mortgage companies. We use a unique combination of tailored services to build programs that increase sales conversions and improve your brand's image. These services might include any or all of the following, depending on the nature and goals of your company:

- Website Design
- Social Media Marketing
- Blogging and Content Production
- Content Distribution
- Email Marketing
- Public Relations

To learn more about our services, keep reading. If you're ready to get started with your marketing program, give us a call today at **917-338-4222**.



Custom Website Design

Web design does not need to be complicated or expensive, and it shouldn't be.

At Mandrien Consulting, we offer custom web design at an affordable price. Our goal is to produce world-class websites that help title insurance and mortgage companies get found in search results, develop leads and drive business through the power of digital marketing. The websites we design are both attractive and functional, providing the information and tools needed to do business effectively. They are also fully search engine optimized, so that your company can be found quickly and easily by those who are most interested in your services.

Mandrien's web specialists can build fully customized websites, from concept to execution. We develop content, branding and slogans that put your company's best foot forward. If you need a new logo, we can help you settle on something that will capture the spirit of your business. Our designers can work around your existing branding to produce a website that truly represents your company, one that makes your clients excited about working with you, and one that convinces prospects to choose you over the competition.

We can also design blogs to specification and help you produce content that will engage your target audiences. We can show you how to push your content out via social media (or even do it for you), ensuring that your reach is as broad as possible. Through ongoing site maintenance and updates, we will help you be certain that your site remains relevant and engaging.

Give us a call today at **917-338-4222** or visit our website at **www.mandrien.com** to get started today.



Social Media Marketing

Social media offers unprecedented opportunity to those businesses and individuals prepared to harness its power. However, its nebulous and ever-evolving nature, along with the make-it-up-as-we-go-along rules of online social interaction, can make effective marketing through these channels a complex undertaking. Although many businesses are wise to seriously consider using social media to drive sales, you may find yourself at a loss when it comes to getting started.

At Mandrien Consulting, we offer social media marketing for those who:

- Are ready to start using social media, but don't know where to begin
- Have tried social media out but aren't sure what the best practices are, or how to use it effectively for marketing
- Understand the capabilities and power of social media marketing, but don't have the manpower to manage campaigns.

No matter what your situation may be, the social media experts at Mandrien can provide the advice and services you need in order to build relationships, share stories, publish content, promote your company and increase sales using social media.

Here are the social marketing services we offer, in broad strokes. Please see our packages page for more details on how we bundle these services:

Social Media Consulting

Our social media consulting services are customized to your specific needs. We offer training for your staff to learn how to use social media websites, like Facebook, Twitter, LinkedIn, Digg, and others. We can also help you find and engage in relevant "conversations" across the social media world. The ways we help our clients leverage the power of social media are as varied as the social media websites themselves. We would be happy to answer any questions you might have about these services.



Social Media Set Up & Customization

One of the most important and often overlooked aspects of social media marketing is the profile set-ups and customizations. Using customization, profiles, photos, and other tools available on each social media website can make a huge difference in your overall results. We can recommend the most relevant social media sites for your company and then create and optimize profiles that are search engine-friendly and customized for your brand. Examples include custom “tabs” inside Facebook, Twitter background designs, LinkedIn company descriptions, YouTube channel setup, and more.

Social Media Publishing & Promotion

One of the biggest reasons social media has become so popular among businesses is because it allows you to self-publish and promote a company’s content to a wide audience. Here are just a few of the ways we do this:

- Understand the capabilities and power of social media marketing, but don’t have the manpower to manage campaigns.
- Content promotion on your website through calls-to-actions and special offers that are shared exclusively through social media
- Content publishing on article submission websites with links back to your company website
- Press release distribution through PR services; releases are optimized for social media and search engines, and they are shared through RSS to a wide range of media subscribers
- Bookmarking and sharing your content on social media sites like Digg, StumbleUpon, Delicious, and others
- Content publishing by sharing links on Twitter, LinkedIn, Facebook, and others
- Content promotion to bloggers and other online influencers



Blogging and Content Production

Why You Should Maintain a Great Blog

1. New content gives people a new reason to visit your site.
2. It is a chance to give your company a “human” face.
3. You can talk directly to your prospects.
4. It is the fastest way to put your perspective into the conversation.
5. It drives traffic, and traffic drives sales.

So, how do you get started?

One of the quickest ways to develop your branding online is to produce great content that interests your customers and prospects. This generally requires some up-front research into their interests, desires and pain-points. You will want to know what they search for online, what needs they are looking to fill and how your company’s services are likely to benefit them. Once you understand how they think, you can begin producing content and posting it to your blog. When combined with an effective content distribution strategy, great posts will draw clients and prospects to your website, where, if they find what they are looking for, your brand will be strengthened in their minds.

Many real estate services companies do not have an in-house marketing team, and even those who do may not have social media or content specialists on board. In these cases, it is important to seek out experts who can guide you through the process of creating and distributing content that engages your customers and prospects, strengthening your brand and driving sales.

The social media experts and Mandrien Consulting can help you develop ideas for content, edit blog posts or produce the content for you. We can help you find a voice that appeals to your target audiences and keeps them coming back to your site for more of what they want.



Email Marketing

Email newsletters and other marketing emails are a very effective tool when used properly. They can be an excellent way to “touch base” with the people who are interested in your products and services.

What you need to know about email marketing:

- 1} You must set up a system that allows people to “opt-in” to your emails. You must never email anyone who has not opted in (it’s both illegal and annoying.)
- 2} You should set clear expectations about how often you will email and what kind of content you will share.
- 3} You must give people a clear benefit if you expect them to sign up. That said, if you can convince people that your emails will benefit them, you can collect their contact information. It is a great way to generate warm leads!
- 4} Use emails to send clients deals, specials and valuable information. “Email only” deals are a great way to keep people engaged with your campaign.
- 5} Write great subject lines, or your emails won’t get opened. Write great content that encourages them to click through to your website.

Although email marketing is a fantastic tool, many people do not understand how to use it properly. That’s because the “rules” are always changing online. You need a team of seasoned experts who keep up with digital marketing trends to manage your campaigns, or you will not see the expected return on investment.



Public Relations

Mandrien provides public relations services to title and mortgage companies. Public relations is a strategic focus on telling a company's story and encouraging influencers to tell it as well. It is a fantastic way to get your company's message in front of a large audience, and can be a very powerful tool in increasing your recognition of your company, traffic to your website and the number of sales conversions you make.

Our public relations strategies are developed only after a rigorous consultation with the stakeholders at your company. We want to understand your company: what makes it unique, and what story you have to tell. Once we have captured your story, we develop public relations campaigns that may entail any or all of the following components:

- Content publishing by sharing links on Twitter, LinkedIn, Facebook, and others
- Development of a strategic "story" that evolves over time
- Production and editing of press releases
- Press release distribution via online channels
- Web Contact and relationship-building with online influencers
- Monitoring publishing calendars and building strategic relationships with writers, reporters and editors
- Pitching new story ideas to online and traditional media sources
- Arranging speaking engagements, conference invitations and other opportunities to increase recognition

A great PR campaign can be the difference between a company that no one has heard of and a household name. Title agencies and mortgage companies face particularly difficult challenges these days, but with the help of a carefully designed marketing and public relations program, your company can get its message out to the people who are interested and close more sales. It's that simple.



Mandrien Marketing Packages

Below you will find our package offerings. We tailor both packages and pricing to your company's specific needs, so give us a call today at 917-338-4219 to get started with your digital marketing project or to learn more about our services.

Although we typically offer our services to customers in package form, please note that any and all services can be "mix and matched" to create a custom marketing package tailored to your business's needs. Many clients find that a 3-Step Plan incorporating licensing, marketing and consulting works well for their business. Give us a call if you would like to discuss this in further detail.

Discovery and Consulting *{Billed Hourly}*

The discovery phase of any project is arguable the most important. It is your chance to convey to us what makes your business different, and our chance to capture that with powerful, consistent branding.

We ask clients to fill out a brief questionnaire that facilitates this process, and we find that this helps distill and clarify the company's message. From here, we design imagery, slogans and copy that convey your message to customers and prospects creatively and succinctly. Often the discovery process goes hand-in-hand with some consulting work. You may have questions or ideas about directions your business could head in, in terms of sales, marketing or development. Our seasoned real estate services consultants can help you decide which strategies will give you the most return on investment, and together we can put together a plan to achieve your goals.

We find that most projects require 5-10 hours of discovery and consulting up front, prior to beginning any web design, social media or other online marketing campaign.



Social Media and Online PR Packages

Basic Start-Up Package

Includes:

- Tutorial in all relevant social media tools and sites
- Profile and customization set-ups for all relevant social media
- Development of long-term strategy for content distribution via social media
- Integration with website and other collateral

Standard Social Marketing Package

Includes:

- Strategy development (help in determining which sites and tools to focus on)
- Profile and customization set-ups for all relevant social media
- Development of company pages on Facebook and LinkedIn
- Integration with website and other collateral
- In-depth explanation of how to use social media to distribute content and build your brand
- Set-up of social media automation tools

Deluxe Industry Leader Package

Includes:

- Market research and strategy development
- Profile and customization set-ups
- Development of company pages on Facebook and LinkedIn
- Integration with website and other collateral, including custom buttons
- Social media tutorials, content tutorials
- Set-up of social media automation
- Kickstarter month of social media engagement

Maintenance Package

Available as an add-on for any of the above packages. Highly recommended.

May include the following:

- Content production (priced per 250-500 word blog or press release)
- Content distribution (priced per piece of content to be distributed)
- Status updates and tweets (priced per update per site)
- Online community development and maintenance, ex: LinkedIn group building (billed hourly)
- Social research and influence-building, including maintenance of “likes”, “friends”, “followers”, etc. and strategic social networking (billed hourly)
- Ongoing social media and/or content tutorials (billed hourly)
- Social media consulting (billed hourly)



Blogging and Content Packages

We recommend that you post at least two blogs per month, optimally one per week. Press releases should be distributed monthly. E-Newsletters should go out weekly or bi-monthly, and website content should be evaluated and updated at least twice a year. Status updates and tweets should be posted as frequently as possible. We would be happy to discuss in further detail the unique needs of your company and help you design a blogging and content package that suits your specific needs.

Our blogging and content packages generally include a few or all of the following:

- Production of blog posts (priced per post – client provides topic)
- Research and/or discovery for blog posts in which topic is not supplied (billed hourly)
- Website content production, outside of or in addition to a web development package (priced per 250 words)
- Press release development (priced per release)
- Press release distribution (price varies depending on reach)
- White paper, presentation and other written projects (priced per 250 words)
- e-Newsletter design, development and editing (priced per email)
- Editorial and marketing consulting (billed hourly)

“*Working with Mandrien Consulting Group on our national expansion and marketing projects has proven to be an excellent decision. The return on investment has been exponential. Their hard work, dedication, and knowledge has been a breath of fresh air, but the best part is that I feel like I have a knowledgeable friend and expert who has my company’s best interests at heart.*”

– *Evan Grimm, CEO, Bay National Title Company*



Email Marketing Packages

Basic Email Marketing Package (billed monthly)

- Up to 2 hours of email marketing consultation
- Two emails provided according to below specifications
- Content formatting and template email design (client provides content and images), including one revision
- Sent to list (client provides mailing list) at specified time
- Analytics report (open rates, click-through rates, etc.) provided

Standard Email Marketing Package (billed monthly)

- Up to 3 hours of email marketing consultation
- Three emails provided according to below specification (two bimonthly and one “blast”)
- Content production (based on client outline) and partially customized email design, including up to three revisions
- Sent to list (client provides) at specified time
- Send times tested for optimization purposes, results provided
- Analytics report (open rates, click-through rates, etc.) provided

Industry Leader Email Marketing Package (billed monthly)

- Up to 3 hours of email marketing consultation
- Five emails provided according to below specifications (four weekly and one “blast”)
- Content production and custom email design, including up to four revisions
- Sent to list (client provides) at specified time
- Subject lines tested for optimization purposes, results provided
- Analytics report (open rates, click-through rates, etc.) provided and explained in detail

Additional Services

- Consultation, tutorials and discovery beyond packages (billed hourly)
- Extra emails (billed per email)
- Additional revisions (billed hourly)
- List-building consult (suggested 1-hour tutorial)
- Additional testing or reports (billed hourly)



Website Packages

Basic Start-Up Website Package

- Up to 5 hours of discovery and consultation
- 10-page website (client provides content)
- Custom-designed homepage (includes 2 basic revisions)
- Branding consultation
- Logo development if required
- Social media integration

Standard Web Marketing Package

- Up to 10 hours of discovery and consultation
- 20-page website (discount if client provides content)
- Custom-designed homepage, including 3 revisions
- Branding consultation and development
- Logo design or redesign if required
- Social media set-up (basic) and integration with website
- Search engine optimization
- One custom element of the client's choosing

Deluxe Industry Leader Package

- Up to 10 hours of discovery, consultation and market research
- 30-page website (client provides basic outline)
- Completely custom homepage with unlimited revisions (up to ten hours)
- Branding consultation, development and multi-channel execution
- Logo consultation and design/redesign as needed
- Social media set-up, customization and integration with website and custom buttons
- Search engine optimization
- Two custom elements
- One landing page

Maintenance and Add-On Packages

- Additional content (priced per 250 words)
- Research and discovery (priced per hour beyond the allotted 5-10 hours per package)
- Custom coding and web development beyond package specifications (billed hourly, \$120/hr)
- Graphic and web design beyond package specifications (billed hourly, \$120/hr)
- Keyword research and ongoing search engine optimization (billed hourly)
- Website maintenance, including content updates (billed hourly)



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Get started with our marketing packages and discover your success story.

To learn more, visit our website at:

www.mandrien.com

or give us a call at **917-338-4222**

Our expert consultants are ready to help you expand into new territory, take advantage of market opportunities, and reach unprecedented levels of success.

Get started today!

