

# The Adviser ACADEMY

## Digital Marketing Fundamentals - Mortgage and Finance

### ABOUT

The Digital Marketing Fundamentals - Mortgage and Finance course is an six-week program designed to deliver practical marketing skills, techniques and strategies aimed specifically at mortgage brokers.

### TAKE AWAY

- Plan a web strategy to accelerate lead generation
- Be effective in prospecting for new clients
- Become an 'attraction' business by publishing helpful content
- Discover the five essentials for your company website
- Use landing pages to grow your email list
- Understand how Google and SEO work
- Elevate your profile to become the 'go to' broker in your local market
- Discover how to access top-quality industry-specific content for free
- Implement simple tips to earn more backlinks and increase your authority
- Use social media to promote yourself as a mortgage specialist
- Develop a 'content marketing sales funnel' that ramps up referrals
- Scale your Facebook retargeting effort, once all the pieces are in place
- Complete a marketing blueprint, editorial calendar and a list of action items
- Benefit from post-course services that will keep your digital marketing on track

Places are strictly limited,  
to avoid disappointment  
**BOOK YOUR PLACE TODAY.**

Prices start at \$1,495  
excluding GST.

**For more information or to book contact**

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#### WEEK 1

##### **Digital Marketing Strategy: Your Web Universe and Buyer Personas**

- Understand your client's online behaviours
- Plan a web strategy to accelerate lead generation
- Discover how search, backlinks, content marketing, social media, email marketing and your website all work together to drive client enquiry

#### WEEK 2

##### **Your Website: Flagship Content and Landing Pages**

- Discover the five essentials for your company website
- Uncover the content that your clients are searching for and share it online
- Use landing pages to grow your email list

#### WEEK 3

##### **Email Marketing: List Building, Lead Nurturing and Converting Prospects**

- Learn how to write an email newsletter that sparks client interest
- Discover how to start an email autoresponder, and attract leads on auto-pilot
- Learn how to write sales emails that win appointments, and business

#### Week 4

##### **Getting Found on Google: How SEO Works and Picking Profitable Keywords**

- Understand how Google and SEO work
- Elevate your profile to become the go to broker in your local market
- Mine the low-hanging - and very profitable - keywords that your clients are searching for
- Learn how to plan your pillar blog posts and avoid obscurity
- Avoid the 'hungry' content beast by working smart not hard
- Discover how to access top quality industry-specific content for free
- Discover your domain authority with MozBar
- Learn simple tips to earn more backlinks and increase your authority

- Attract powerful backlinks via online PR
- Find the right blogs to guest write for
- Learn the correct way to nurture relationships with influential bloggers, podcasters and journalists

#### WEEK 5

##### **Social Media 101: LinkedIn and Facebook for Business: Profiles, Groups, Prospecting and Publishing Content**

- Get the basics right on your LinkedIn profile and grow your network correctly
- Distinguish good etiquette from bad when getting active in LinkedIn groups
- Learn how to be effective in prospecting for new clients
- Become an 'attraction' business by publishing helpful content on LinkedIn
- Decide on whether Facebook is the right platform to engage your clients
- Decide whether Twitter, Instagram and Pinterest are right for your business yet
- Map out your editorial calendar
- Learn how to use pro tools like Buffer, Feedly, Edgar, CoSchedule and Bitly
- Get help by outsourcing tasks to virtual assistants on Upwork

#### Week 6

##### **Social Media 201: Using Social Media and Content Marketing to Drive Sales**

- Use social media to promote yourself as a mortgage specialist
- Develop a 'content marketing sales funnel' that ramps up referrals
- Learn how to humanise your business with social media
- Discover the benefits of repurposing your content that attracts clients
- Scale your Facebook retargeting effort, once all the pieces are in place
- Determine whether podcasting is right for your business and your clients
- Do a before and after test and see how far you have progressed
- Write up an action plan. Commit to your next 90 days