



# Case Study



931%  
increase in  
social post  
engagement



546%  
increase in  
site traffic



## Swift Marketing's Social Media Strategy Fuels a 10x Increase in Lend Easy's Inbound Mortgage Leads

### Background

Lend Easy is a North Carolina-based residential mortgage broker with offices in Raleigh, Wilmington, and Charlotte. Casey Miller and Lane Rozier founded the company in 2016.

Lend Easy has 34 employees.



Mortgage Broker



North Carolina



Founded 2016



x34 employees

### The Challenge

Though Lend Easy had social media accounts on Twitter, Facebook, Instagram, and YouTube, the owners had little time to create content and no social media strategy when they did. Their posts generated little website traffic, no engagement, and no leads.

Lend Easy wanted a marketing strategy in place so they could hire a Marketing Specialist to manage their social media accounts and generate leads for their Mortgage Consultants.

# The Solution

At a lending conference, Swift Marketing introduced themselves to Miller and Rozier, who shared their struggles and their desire to generate more inbound leads. Swift CEO Alex Worley shared a couple of tips and suggested a discovery meeting to best understand Lend Easy's needs.

## Discovery

The discovery meeting led to Miller and Rozier's realization that their website content would require revision to focus more on their ideal customer so it could convert site visitors into leads.

## Target audience

Swift reviewed location-specific industry data with Miller and Rozier to identify their target audience with greater specificity.

## Sales funnel

Swift worked with Miller and Rozier to document the customer journey so they could develop sales funnel content that aligned with it.

## Competitor audit

Swift analyzed Lend Easy's competitors to understand what was working for them and identify content gaps. They also pinpointed opportunities to improve upon their industry's published content.

## Social media audit

Swift reviewed Lend Easy's social media posts to identify improvement opportunities and optimized Lend Easy's social media profiles.

## Messaging

Lend Easy's brand voice reflected the founder's Gen Z style and sensibilities, so Swift developed a brand guide for the anticipated Marketing Specialist's hiring.

## Calendar

Swift developed a social media content calendar for the upcoming quarter. The content fell into "pillar" content categories such as lending basics, customer FAQs, and customer testimonials.

The calendar also gave Lend Easy the flexibility to include ad hoc posts based on topical news.

## Scheduling software

Swift created Lend Easy's HubSpot account, taught Miller and Rozier to use it, and worked with them to develop the first month's content.

## Key performance indicators (KPIs)

Miller and Rozier decided to track metrics relative to their social media post engagement, site traffic referred from social media, and lead generation source.

## Timeline

With the first month's content already written, Swift and Lend Easy agreed to review the results after 90 days.

## Results

Lend Easy reported substantial increases across the board:



129%  
in lead  
generation



44%  
increase  
in sales

## Feedback



"Not only do I love how practical and sustainable our social media strategy is, I love that we have one. Thank you!!"

–Casey Miller, Co-Founder, Lend Easy



## Summary

Implementing Swift Marketing's social media marketing strategy has taken Lend Easy's business to a new level.

The substantial increases in lead generation and sales prompted Miller and Rozier to six team members, including two marketing specialists.