



Case Study:

A MICROSITE STRATEGY FOR LEAD GENERATION SUCCESS



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BACKGROUND:

First Ohio Home Finance & First Union Home Finance are leading mortgage lenders

providing various loan options, including mortgage and refinance services, to customers across the United States. They sought a strategy that would expand their digital reach, increase qualified leads, and improve their conversion rate.



OBJECTIVE:

As a growing mortgage lender, First Ohio and First Union faced the challenge of capturing leads from a broader

geographic market while maintaining a personalized approach. Their existing website strategy needed to evolve to keep up with local and national players in the competitive mortgage and refinance sectors. Their objective was to generate a higher volume of leads from both organic traffic and digital advertising.

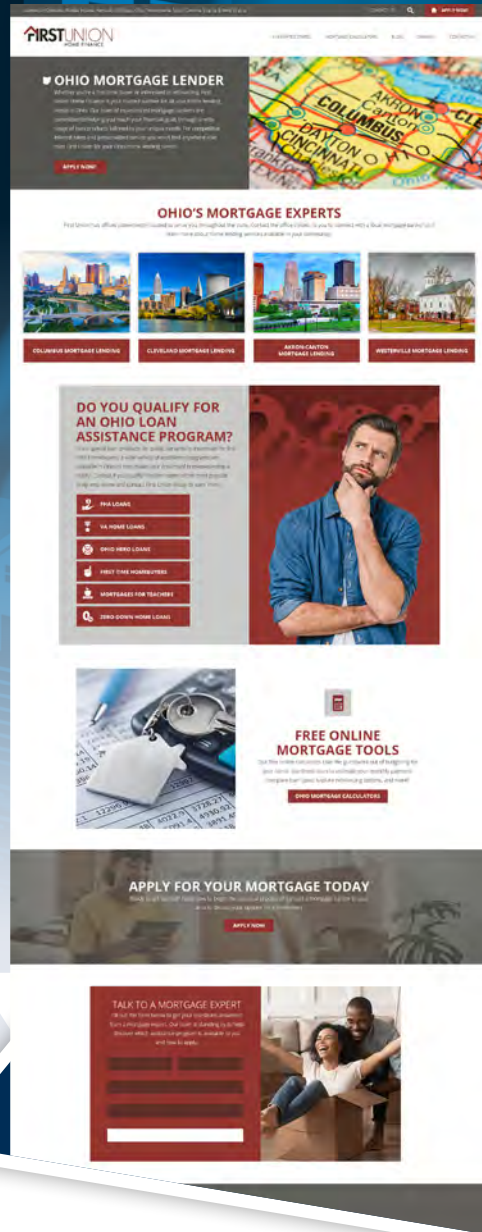


STRATEGY AND IMPLEMENTATION:

TriAd Marketing & Media designed and developed a comprehensive microsite strategy (small

websites) that branched off from First Ohio's main website. Over 20 location-based microsities were created, targeting specific segments of the mortgage and refinance markets across the country.

THESE MICROSITES WERE DESIGNED WITH TWO PRIMARY LEAD GENERATION METHODS IN MIND:



1. SEARCH ENGINE OPTIMIZATION (SEO):

Each microsite was optimized for organic traffic through:

- ▲ **SEO-friendly content:** Every page featured high-quality SEO content tailored to local keywords and mortgage needs, ensuring it resonated with users in each targeted area.
- ▲ **Metadata and crosslinking:** TriAd incorporated complete metadata strategies and strategic crosslinking across the microsities, improving search engine visibility and user navigation.
- ▲ **Mobile-friendly design:** Recognizing the increasing use of mobile devices for financial research, all pages were built to be responsive and optimized for mobile use.

Take a closer look at what we do - and how we think.



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2. DIGITAL ADVERTISING:

- ▲ **Local search ads:** A series of engaging ads were developed, utilizing local search to target specific regions and drive traffic to the microsites.
- ▲ **Lead capture via quizzes and forms:** Once users arrived on the microsites, they were prompted to engage with quizzes and forms designed to capture lead information. These forms asked key questions related to mortgage and refinance options, streamlining lead qualification.
- ▲ **Instant follow-up:** As soon as a user submitted a form, they received immediate confirmation via email and SMS acknowledging their submission and enhancing the user experience.

RESULTS: The microsite strategy continues to yield impressive results for First Ohio and First Union. Each week, the network of microsites generates numerous qualified leads, with significant contributions from both organic search and digital advertising. The SEO enhancements have improved the ranking of the microsites in local search results, while targeted ads effectively reached potential borrowers in several key regions.

“Our partnership with TriAd and our company’s growth go hand in hand,” says First Ohio President and CEO Tony Coplen. “The ability to generate our own organic leads for our sales team allowed First Ohio to lower our costs and sever our dependency on expensive 3rd party leads.”

This success story highlights the power of a well-executed microsite strategy and showcases TriAd Marketing & Media’s expertise in driving lead generation through digital channels.

“TRIAD’S EDUCATED, EXPERIENCED STAFF LISTENS TO YOUR GOALS AND HELPS GENERATE AN AFFORDABLE ACTION PLAN TO GET YOUR PROJECT OFF THE GROUND AND GROWING. FROM THERE, THE SKY’S THE LIMIT.”

Tony Coplen
President & CEO,
First Ohio Home Finance

CONCLUSION: By leveraging both organic SEO and digital advertising across a network of targeted microsites, both companies have experienced a marked increase in leads, demonstrating the effectiveness of localized digital marketing strategies. TriAd Marketing & Media’s approach not only expanded their reach but also ensured that First Ohio and First Union could engage with more potential customers in a personalized, region-specific manner.



TriAd Marketing & Media is a close-knit, multi-disciplined team of unique individuals, all with a powerful passion for creating ideas that inspire for our clients' business. From creative designs that make a real difference, to in-house digital production, all your marketing needs can be met by one team in a cohesive and cost-effective way.

Take a closer look at what we do - and how we think.



Marketing



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