

# THE MORTGAGE & PROPERTY MAGAZINE

# Media Pack



MORE LEADS | MORE ENQUIRIES | MORE SALES | MORE REVENUE

**Is your website generating enough quality leads that convert to enquiries and business?**

**Are you missing out on remortgage opportunities?**

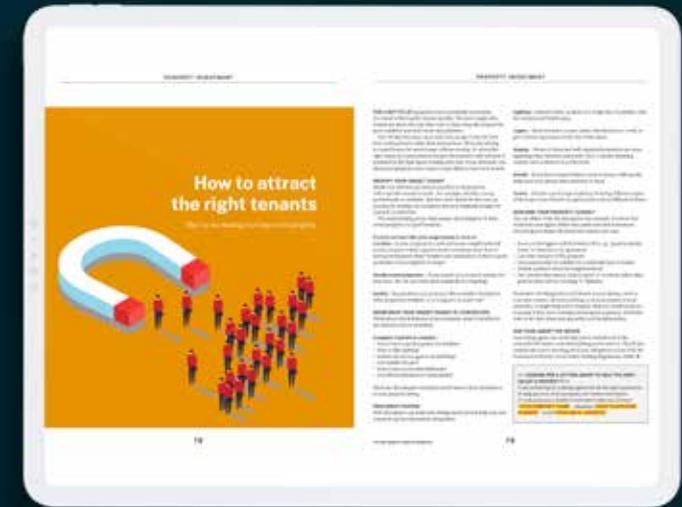
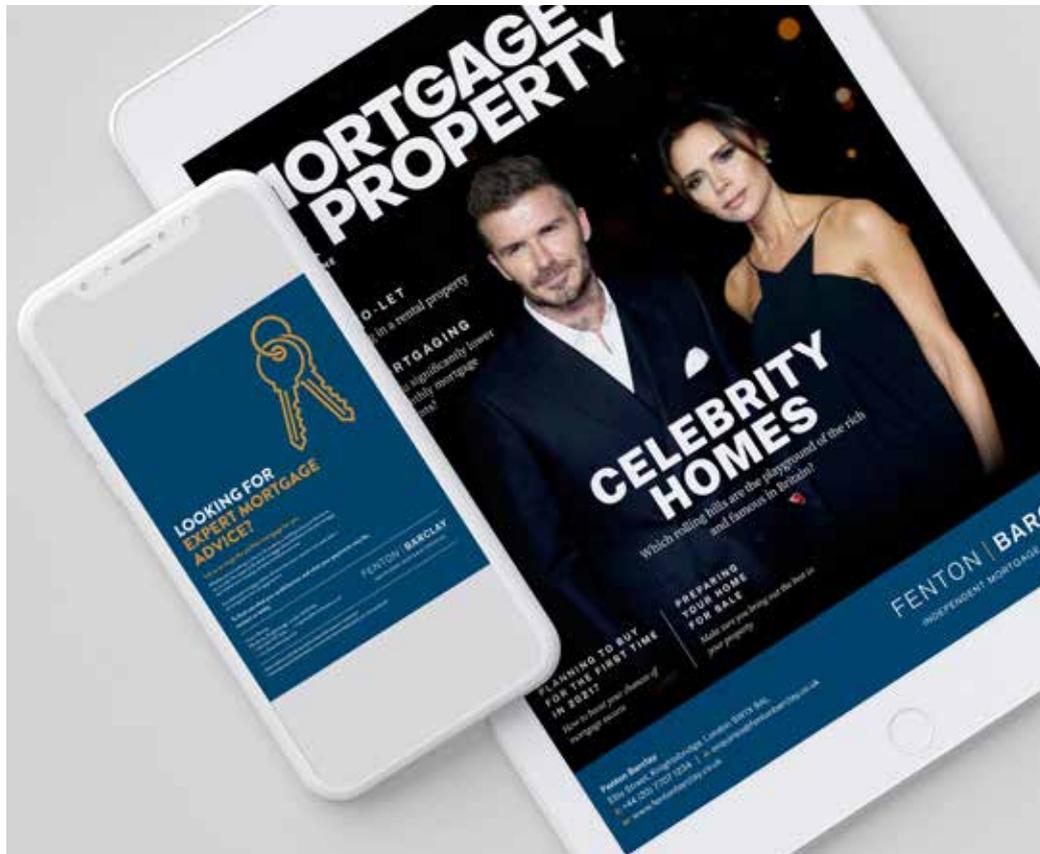
**How effective is your social media presence at generating new buy-to-let business?**

**How impactful was your last email campaign at creating first-time buyer sales?**

## **REGULARLY ENGAGE WITH EXISTING AND PROSPECTIVE CLIENTS**

In an increasingly digitised world, any mortgage or property service brand's biggest challenge is to truly differentiate itself. In this fast-moving, competitive marketplace that is increasingly moving online, it's essential regularly to engage with existing and prospective clients, win new leads that convert to sales and then encourage retention for future new business opportunities.

# Connecting with your clients in the new normal



## **BUILDING PERSONALISED ENGAGEMENT CAPABILITIES**

Most commentators agree that the future of the property and mortgage sector will largely be shaped by those businesses that are able to disrupt and anticipate tomorrow while delivering on the priorities of clients today.

They will be the ones turning the COVID-19 client experience to their advantage and building personalised engagement capabilities to thrive in the new reality.

## **ALL ASPECTS OF MORTGAGE AND PROPERTY MATTERS**

The **Mortgage and Property Magazine** fulfils the needs and interests of the clients of mortgage advisers and brokers, as well as estate agents, by offering authoritative coverage for first-time buyers, people looking to remortgage, buy-to-let investors, and new and existing buyers interested in all aspects of mortgages and property matters.

# What our subscribers say

“Since uploading **The Mortgage and Property Magazine** to our website we’ve achieved a 67% increase in our lead generation success.”

“Our email campaigns are now getting on average a 47% open rate and a 64% click-through rate since we’ve been using content from **The Mortgage and Property Magazine**.”

“The web traffic volumes visiting our blog and resource pages increased by 84% once we started using **The Mortgage and Property Magazine**.”

# Premium quarterly publication



## CREATE MORE TOUCH-POINTS AND GENERATE FURTHER BUSINESS OPPORTUNITIES

The **Mortgage & Property Magazine** is a premium quarterly publication that is fully personalised on the cover with your company branding and contact details and throughout with calls-to-action and personalised adverts designed to create more touch-points and generate further business opportunities.

The targeted editorial content has been created to reflect the needs and interests of your target audience. It is designed for first-time buyers, people looking to remortgage, buy-to-let investors, and new and existing buyers interested in all aspects of mortgage and property finance matters.

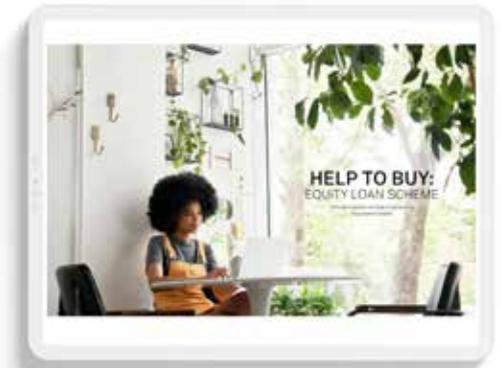


# Regular articles

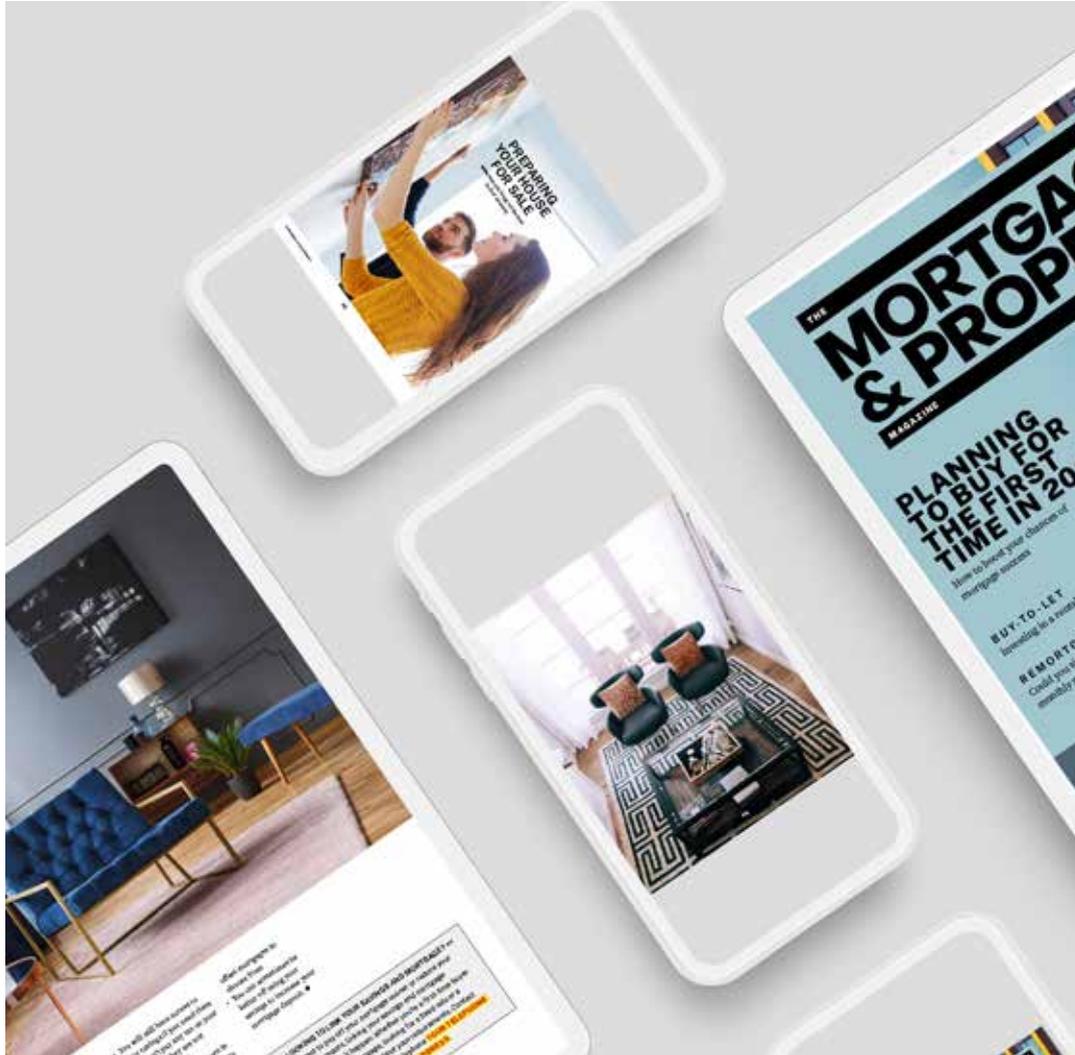
## IMPARTIAL, INSIGHTFUL JOURNALISM COVERING A DIVERSE RANGE OF PROPERTY AND MORTGAGE TOPICS

The Mortgage & Property Magazine, published quarterly, provides the highest quality journalistic standards of impartial, insightful journalism covering a diverse range of seasonal property and mortgage topics. Content is curated to best suit the curiosities of each reader.

Articles are written in an informative style and tone that directly connects with each reader. Each article features a call-to-action to encourage the reader to make contact with you and to obtain further information. The call-to-actions are personalised with your company name, contact telephone number and contact email address.



# Quality design



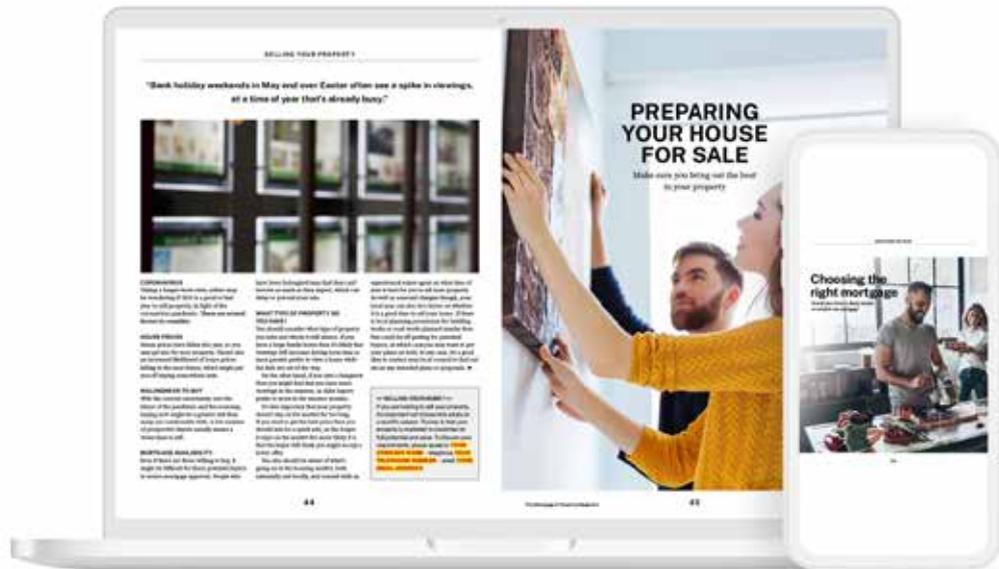
## REFLECTING A CONTEMPORARY AND EMPATHETIC 'THOUGHT-PROVOKING' AND PERSONAL APPROACH

The *Mortgage & Property Magazine* demonstrates superior execution in layout, photography and art direction. Each article is carefully designed with bold editorial and alluring photography, all with the intent of creating greater reader engagement and interaction.

Our approach has been to take a more modern and photography-led aesthetic. The imagery interacts with the copy for compelling word-image stories. The predominantly white brand design is clear and simple to showcase and reflect a contemporary and empathetic 'thought-provoking' and personal approach.



# More enquiries and more conversions



## EACH BUYER NEEDS TO BE TAKEN THROUGH A LOGICAL STEP-BY-STEP PROCESS

The Mortgage & Property Magazine enables your business to connect and engage with your audience, whether that's existing clients, prospective clients or professional introducers.

Prospective buyers go through different phases before they convert to becoming a client. They go through an awareness phase, followed by a consideration and evaluation phase before then moving to the decision phase. Each buyer needs to be taken through a logical step-by-step process of different touch-points that builds further brand awareness, trust and loyalty – so that when they are ready to buy, your company secures the business and not a competitor.

However, to achieve this you need regular engagement via targeted, trusted, relevant and inspired content that is delivered across the communication channels they use – leading to more enquiries and more conversions.

# Engage at every stage

## YOUR BUYER'S JOURNEY CONSISTS OF A FOUR-PHASE PROCESS

Ultimately, you need to be engaging with a prospective buyer throughout their entire decision-making process, not just at the close. This makes *The Mortgage & Property Magazine* the perfect solution to create increased brand awareness, with regular touch-points adding further prospective buyer value and increased sales opportunities.

## Understanding how your prospective buyers think!



**Awareness Phase:** They realise they have a need or problem that requires solving (but this may be in 12 months time).



**Consideration Phase:** They define their need or problem and research options (service providers) to solve it now.



**Decision Phase:** They choose a solution (a service provider) now.



**Retention/Loyalty Phase:** They have future needs or problems they'll require solving (remortgaging to another scheme/provider, funding buy-to-let investment opportunities, making first-time buyer recommendations to their children/grandchildren, etc).

# How to use

## The Mortgage & Property Magazine

We've provided suggestions of some different ways you can use **The Mortgage & Property Magazine** to become an integral part of your digital marketing and engagement strategy:



Upload a copy to your website 'Knowledge', 'Resource' area or homepage for visitors to read online or download. Set up a simple GDPR compliant data capture form to harvest and collect visitor data before allowing each copy to be downloaded and use this for future marketing activities – for example, obtain a visitor's contact name, telephone number and email address.



Increase sales performance by creating email marketing campaigns and email sequences, using targeted articles from **The Mortgage & Property Magazine** via your CRM platform to optimise every stage of the sales funnel and track and monitor every prospect's sales journey from start to finish. Don't forget the adage: 'Know your buyer, generate more sales.'



Email a copy of **The Mortgage & Property Magazine** to existing clients, prospective clients and professional introducers. (We recommend embedding a link into the body of the email that directs the recipient to where your magazine is located on your website. This will provide a better experience and benefits your website search engine optimisation. If you attach a PDF copy as part of an email marketing campaign, you run the risk of the email being blocked by spam filters).



Each article provides ready-made content to post on your website or social media channels. (How much are you currently paying a third-party to write this type of content, or how much time and resources is it currently taking and costing to produce this in-house?)

# How to use

## The **Mortgage & Property Magazine**

*Continued...*



Use **The Mortgage & Property Magazine** content to post individual blog articles and include a call-to-action to encourage copies to be downloaded (include a GDPR compliant data capture form to harvest data for future marketing activities)



Use relevant articles from **The Mortgage & Property Magazine** to create tweets or LinkedIn posts, and embed links into each notification that link the recipient back to your website where the full article can be read or downloaded



Use **The Mortgage & Property Magazine** in conjunction with all social media platforms you use, for example, LinkedIn and Twitter.



Include **The Mortgage & Property Magazine** as part of your email 'Welcome Pack' and new client onboarding process. This is a highly effective way to start off your business relationship and will create a positive impression to showcase why you are different from your competitors.

# All your questions answered



## **Q: WHAT IS THE MORTGAGE & PROPERTY MAGAZINE?**

**A:** A quarterly digital consumer-facing magazine designed to create more mortgage business and property sales.

## **Q: WHAT DOES THE MORTGAGE & PROPERTY MAGAZINE INCLUDE?**

**A:** The choice of 3 fully personalised front covers. 7 personalised adverts to drive more business enquiries from readers. Over 40 articles personalised with call-to-actions.

## **Q: WHAT CAN MY CLIENTS READ ABOUT IN EACH EDITION?**

**A:** Each article provides the highest quality journalistic standards of impartial, insightful journalism covering a diverse range of seasonal property and mortgage topics.

The timely editorial content in each edition is created to reflect the needs and interests of the clients of mortgage advisers and brokers, as well as estate agents. Articles cover first-time buyers, people looking to remortgage, buy-to-let investors, and new and existing buyers interested in all aspects of mortgages and property matters.

Articles are written in an informative style and tone that directly connects with each reader. Each article features a call-to-action to encourage the reader to make contact with

your firm and to obtain further information. The call-to-actions are personalised with your company name, contact telephone number and contact email address.

## **Q: HOW WILL EACH EDITION BE PERSONALISED?**

**A:** You can choose from one of three different front cover image choices for each edition. The front cover is fully personalised and features your company logo, company name, company branding, contact details and regulatory statement (if required).

Each article includes a call-to-action at the end of the piece to encourage the reader to make contact with you and to create further business opportunities.

7 personalised adverts appear throughout each edition to promote other services you offer and to create more touch-points that generate enquiries and leads.

Your photograph and job title can be included in the 'Welcome' introduction.

## **Q: WHEN IS EACH EDITION PUBLISHED? AND HOW FREQUENTLY?**

**A:** Editions are produced on a quarterly basis. They are published January, February, March – April, May June – July, August, September – October, November, December.

**Q: HOW MUCH IS ONE YEAR'S SUBSCRIPTION (4 EDITIONS)?**

**A: Initial onboarding fee - £697.00 one-off:**

- You choose from one of three different front cover image choices.
- We create and provide a personalised front cover artwork proof for you to approve.
- We create and provide your personalisation artwork proofs for 7 different adverts.

**Monthly digital subscription - £147.00 per month:**

- Different personalised front cover on each edition.
- Personalised 'Welcome' introduction and photograph featured in each edition.
- 7 personalised adverts in each edition.
- Each article features a personalised call-to-action and your firm's name and contact details.
- Over 40 topical articles included within every edition.
- Unlimited access to use each article to share on your social media platforms and blog posts.

- Unlimited access to use articles for your email marketing campaigns.
- Upload your personalised magazine to your website and App news and resource pages.

**Q: HOW LONG IS THE SUBSCRIPTION?**

**A:** The minimum subscription term is 12 months (4 editions) from your subscription start date, which will be made known to you when you sign up. Your subscription will auto-renew annually unless you cancel, subject to our terms and conditions.



# Publication dates

January/February/March 2021 - Publication date - 04 January 2021

April/May/June 2021 - Publication date - 29 March 2021

July/August/September 2021 - Publication date - 28 June 2021

October/November/December 2021 - Publication date 27 September 2021

# Commercials

## INITIAL ONBOARDING FEE

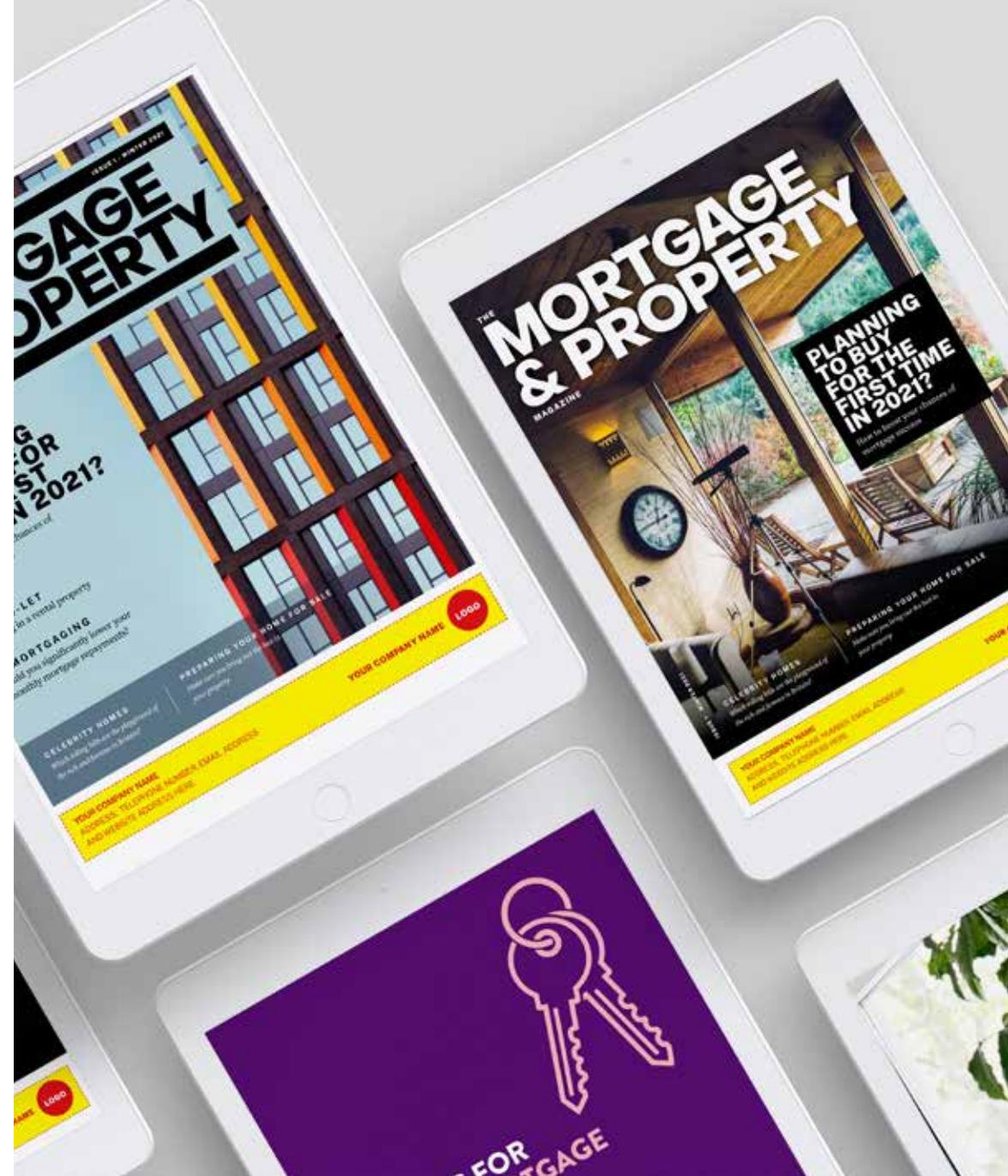
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## MONTHLY DIGITAL SUBSCRIPTION

£147.00 per month

- Personalised front cover
- Personalised 'Welcome' introduction and photo
- Personalised adverts
- Each article features a personalised call-to-action
- Over 40 articles featured in every issue
- Unlimited access to use each article to share on social media platforms and blog posts
- Unlimited access to use articles for email marketing campaigns
- Upload your personalised magazine to your website and App news and resource pages



# About us

## CREATIVELY NURTURING YOUR BUSINESS FOR OPTIMAL GROWTH AND REWARD

For the past two decades Goldmine Media has been providing marketing and client engagement services to financial professionals, delivering either a singular solution or cross-channel communication approach to enhance, grow and support your business going forward.

From optimising an existing proposition to breaking into new markets or exploiting different new business opportunities, everything we do is focused on creatively nurturing your business for optimal growth and reward.



**"The best marketing doesn't feel like marketing."**

## FULLY INTEGRATED FULL-SERVICE COMMUNICATIONS AND MARKETING AGENCY

We are a fully integrated full-service communications and marketing agency, with specialisms including financial and wealth management, mortgage and insurance, professional services and business markets.

We work with companies to help them improve their performance through smarter marketing and build their reputations with compelling content and persuasive communications.

Strategy, creativity and analytics cut across everything that we do. Our clients range from the biggest financial institutions and professional services firms, to startups disrupting established markets.



## WE UNDERSTAND THE IMPORTANCE OF A GOOD STORY AND NARRATIVE

Our deep expertise gives us the discipline and insights that, in combination with creativity and channel expertise, allow us to reach the right audiences and ensure our clients' resources go furthest in the places that matter.

We have grown organically and understand the importance of a good story and narrative, because that's how the majority of people enjoy consuming information.



**THE**  
**MORTGAGE**  
**& PROPERTY**  
**MAGAZINE**

Time to reimagine your business in an increasingly digital world?

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