

MARKETING MIX

JUNE 2025

Reel In

MORE PROSPECTS THIS JUNE!





LIVE

Shine Online with TikTok and Short-Form Video

JUNE
17TH

Ready to unlock a powerful new way to connect with clients, captivate your audience, and generate more leads?

In today's fast-paced digital world, video is king, and TikTok has emerged as a dynamic platform to reach a massive audience. This training is specifically designed for mortgage loan officers and real estate agents like you who want to leverage the engaging power of short-form video

TUESDAY, JUNE 17 | 2 PM EST

[REGISTER HERE >](#)



Navigating the Summer Housing Market: Tips for Buyers



BLOG POST: Click [here](#) to create and post to Facebook and LinkedIn. Read Blog sample [here](#).

SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Big Little Lies on Your Mortgage Application



BLOG POST: Click [here](#) to create and post to Facebook and LinkedIn. Read Blog sample [here](#).

SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

FLYERS: Click [here](#) to create and order.

EMAILS: Click [here](#) to create, send or schedule.

KickSTART Program



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Vacation Home or Investment Property



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SOCIAL MEDIA:

Pride Month



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Flag Day

JUNE 14



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Father's Day

JUNE 15



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Juneteenth

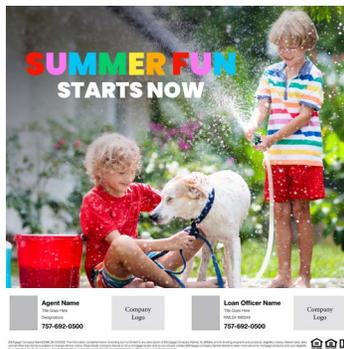
JUNE 19



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

First Day of Summer

JUNE 20



SOCIAL MEDIA POST: Click [here](#) to create and post to Facebook, LinkedIn and Instagram.

Summer Pet Safety Tips



Click [here](#) to create Postcards and order.

Click [here](#) to create Flyer and order.

Click [here](#) to create for Social Media and post to Facebook, LinkedIn and Instagram.

Boost Your Curb Appeal



Click [here](#) to create Postcard and order.

Summer Heat Safety Tips



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Buying and Selling - Here For You



Click [here](#) to create Postcard and order.

Thinking of Buying a Second Property



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4th of July Recipe



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A Home Where You Can...

POSTCARD CAMPAIGN



Click [here](#) to view postcard, create and order. To view all postcards in this campaign, click [here](#).

Home Maintenance Tips

12 MONTH POSTCARD CAMPAIGN



Click [here](#) to view postcard, create and order. To view all postcards in this campaign, click [here](#).

Love Where You Live

CUSTOMIZABLE 'LOCAL' POSTCARD CAMPAIGN



Click [here](#) to view customizable postcard samples. To view all postcard samples in this campaign, click [here](#).

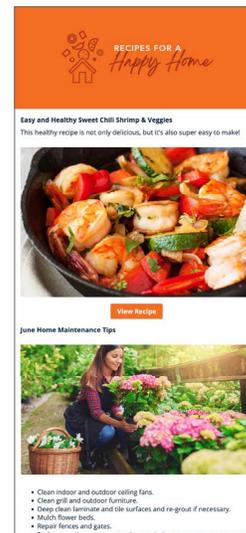
Our "Love Where You Live" postcards are designed to be personalized with your local community information; businesses, services, events, attractions and more! Select the postcard you want in Total Expert and download the PDF form to send to marketing@townebankmortgage.com and include the information below:

- The content you'd like us to customize.
- Mailing list (Excel file) or let us know if you'd like us to pull a mailing list for you.
- Co-Branding partner's Name and additional information, if not on file; title, contact info, headshot, company logo, etc.
- Date you'd like the postcard delivered by.

Once we receive your request, our team will customize the card with the information you provided and send you a proof for review!

Happy Home Campaign

12 MONTH EMAIL CAMPAIGN



Click [here](#) to view email, send or schedule. To view all emails in this campaign, click [here](#).

July Pop-Bys

CLICK TO ORDER >

PRE-ORDER DEADLINE: JUNE 23

PLEASE NOTE: Our pop-bys are offered a month in advance so that you may order your supplies for the following month's event/handouts. Please allow at least two weeks for delivery.

ORDERS SHIPPED: EARLY JULY
COST: \$2.00 EACH

What is a Pop-By?

Pop-bys are personalized gestures where loan officers and agents visit past and prospective clients with small, but impactful, gifts. These thoughtful presents usually have a catchy slogan attached and are a way to remind clients of who you are. Pop-by gifts are versatile and can be given anytime throughout the year.

Host a Pop-By Event:

- Loan Officer selects a date and time for the following month with their Broker. Plan to set aside 1.5–2 hours, depending on the event. (lunch, coffee, breakfast, etc).
- Loan Officers are responsible for inviting Agents to the event and ordering and expensing any refreshments.

Benefits of hosting a Pop-By Event:

- It's the perfect opportunity for you and your agents to learn and grow together.
- Plan enticing content to present at the event with your strategist, or if you want to host a simple event with no further educational information, no problem!
- Pair the event with food and refreshments to enhance the setting, like morning coffee, lunch or happy hour!



AMERICAN FLAG



MINI FIRST AID KITS



SIDEWALK CHALK

Pop-Bys are pre-ordered a month in advance and will be delivered the following month. Contact [Marketing](#) for any questions regarding pop-bys or delivery dates.

Scoops & Sold Signs



FLYER: Click [here](#) to request

Beat the Heat and Celebrate Your Clients with an Ice Cream Social!

The market is heating up, and so is the weather! Let's cool down and connect with a fun-filled Ice Cream Social for all agents, loan officers, and your past clients! Client and Partner appreciation events are great ways to gain more referrals, so make sure you tell them to bring a friend!

Instructions:

1. Decide the method of distributing ice cream: Ice Cream Topping Bar or renting an ice cream truck (Google is your best friend to decide which truck vendor would be the best bang for your buck!)
2. Choose a date, time, and location for having your event. If you are renting a truck, consider a location like a large office parking lot or in a public space.
3. Afternoon is usually a great time to host this event.
4. Be sure to contact the necessary parties if you are planning to park the truck in the space.
5. Pre-purchase the ice cream from the vendor, based on the quantity of invites or make your shopping list for a ice cream topping bar.
6. Decide if you want to have outdoor games or a raffle at the event, plan accordingly.
7. Send invites out and have fun!

Strawberry Picking Event



FLYER: Click [here](#) to request

Instructions:

1. Client appreciation events are great ways to gain more referrals, so make sure you're telling your clients to bring friends
2. Choose the farm you'd like to host your Strawberry picking event (google is your best friend for this, unless you already have a farm in mind)
3. Choose a date and time (morning is usually best – less crowded and less of a chance of the field being picked over for the day)
4. Contact the farm and make sure you can set up a table on their property.
5. Pre-purchase the strawberry picking baskets, and hand them to your past clients once they check in!
6. You can decide to give one basket per family or per person.
7. If the farm offers extras that you'd like to add to the experience (like ticket to the playground or a strawberry smoothie etc), feel free to add based on your budget

What you need:

- Table/chairs/tent if you need shade
- Tablecloth
- Maybe offer waters
- Fun promotional giveaways
- Flyers/Brochures/Handouts with QR code for your loan application

Consider partnering with an agent on this event: Must split cost 50/50

Spirit Week



FLYER: Click [here](#) to request

Boost morale and encourage team bonding with a Spirit Week!

Instructions:

1. Choose your dates, avoid busy periods, major deadlines, and holidays
2. Announce your event early to give ample time for participants to prepare their outfits.
3. Plan your themes. Aim for a mix of easy and more elaborate options.
4. Optional: Decorate your office to match the days theme.
5. Hold contests and offer prizes for winners for Best Dressed, Most Creative, Most Spirited, etc.
6. Take photos to share on your social media accounts!

Theme Inspiration:

- Pajama Day
- Wacky Hair Day
- Decades Day (Choose a specific decade)
- Character Day (Dress as a fictional character)
- Twin Day (Come dressed the same as a friend)
- Color Wars (Pick two or more school colors)
- Meme Day (Dress up as a popular meme)
- Superhero Day
- Around the World Day (Celebrate different cultures)
- Mascot Day
- Career Day (If you weren't in the industry, what would you be?)
- Book Character Day
- Movie Mania Day (Dress up as a character from a movie)
- Accessory Extravaganza (Go wild with accessories)
- Class Color Clash (Everyone dresses as a color)
- Emoji Day (Dress up as an emoji)
- Luau Day (Celebrate summer with Hawaiian flair)
- Red, White, and Blue Day (Patriotic theme)
- Board Game Day

IN CASE YOU MISSED IT...

What is an Amortization Schedule?



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The Importance of a Mortgage Underwriter



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