

Welcome to loanDepot

RETAIL MARKETING GUIDE

MEET THE TEAM

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KRISTEN BULLOCK
Graphic Designer

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Graph

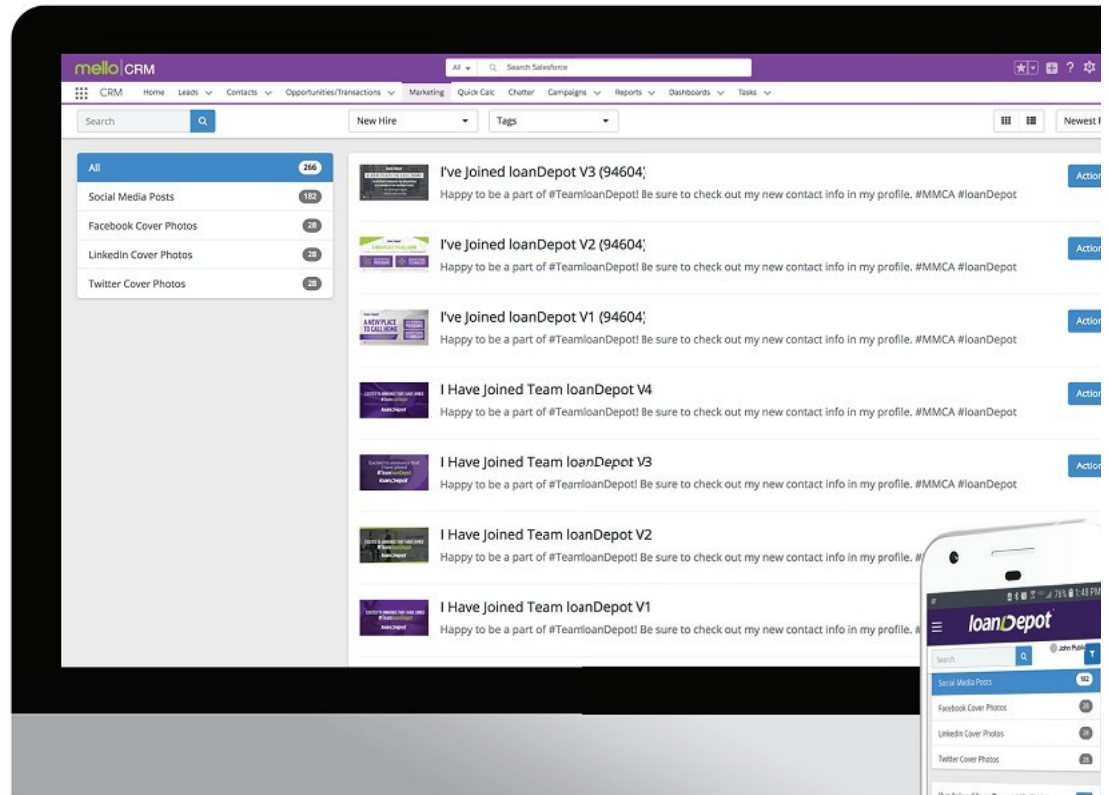
NEW HIRE ANNOUNCEMENTS

Social posts shared on LinkedIn and/or Facebook by others announcing their branch.



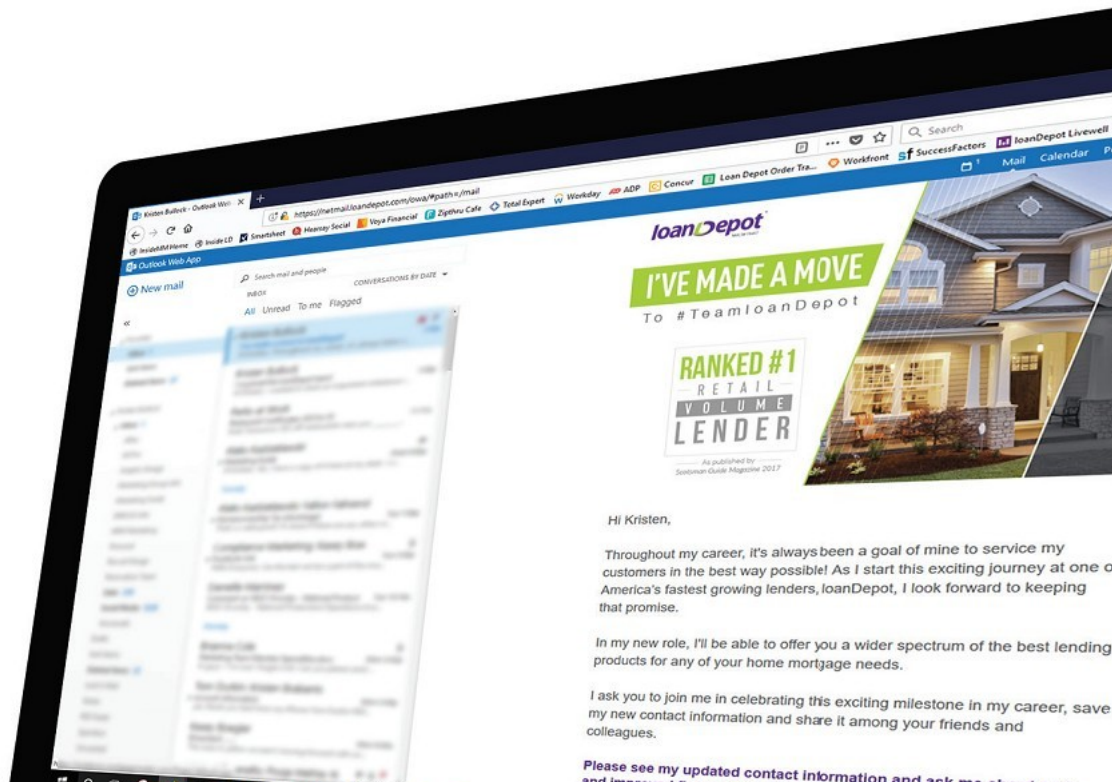
NEW HIRE ANNOUNCEMENTS

New hires have the option to post their own announcements on social media through the mello™ Marketing platform as well as send out postcards!



NEW HIRE ANNOUNCEMENTS

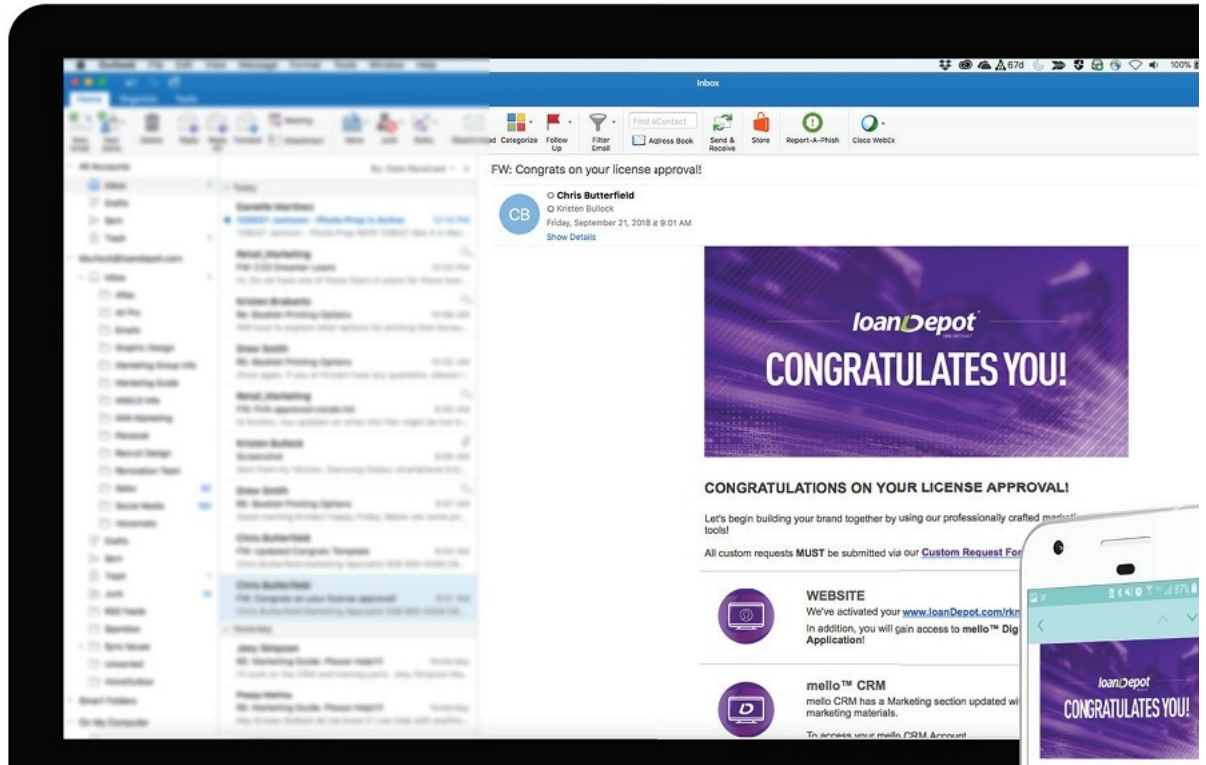
Send emails via mello™ Marketing platform to announce the exciting news about loanDepot!





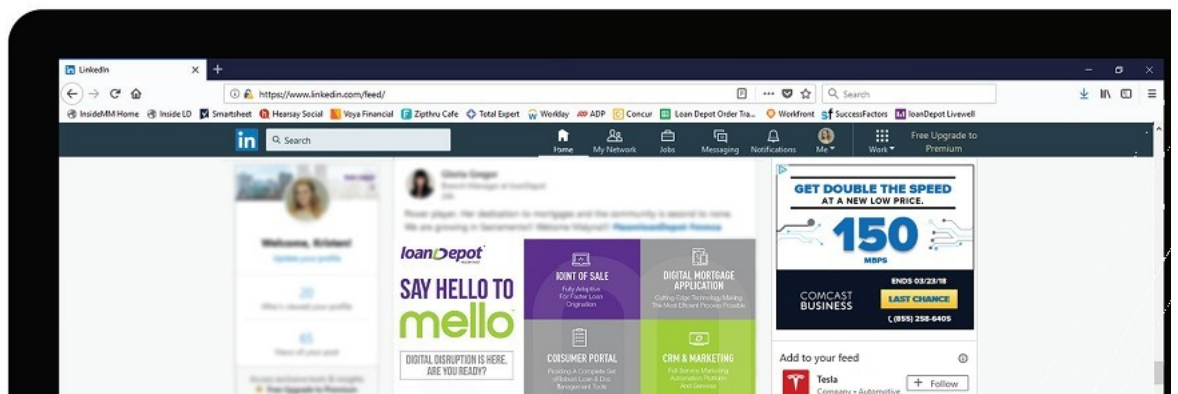
MARKETING INFORMATION

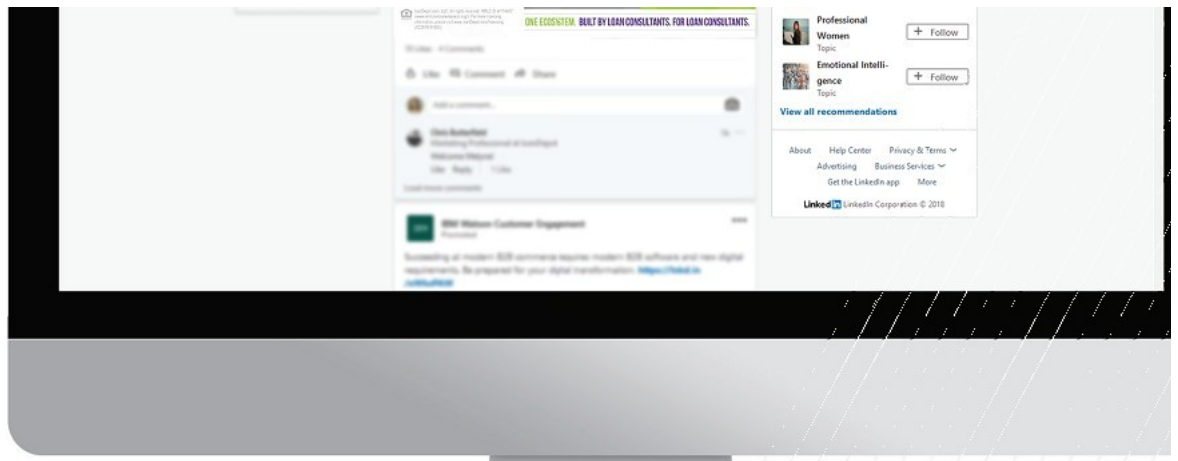
Once license(s) have transferred into our system, you will receive an email with all information. Please keep in mind it may take up to **72 hours** for full access to



mello™

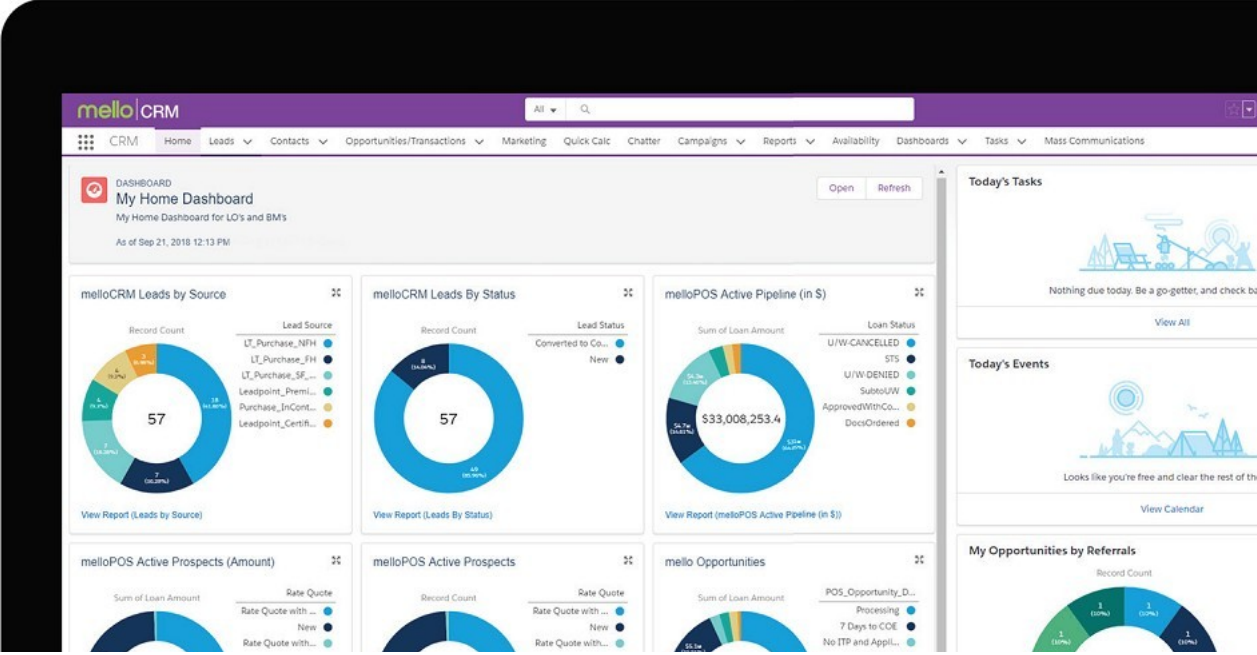
Share information about the mello™ platform through social media, ema





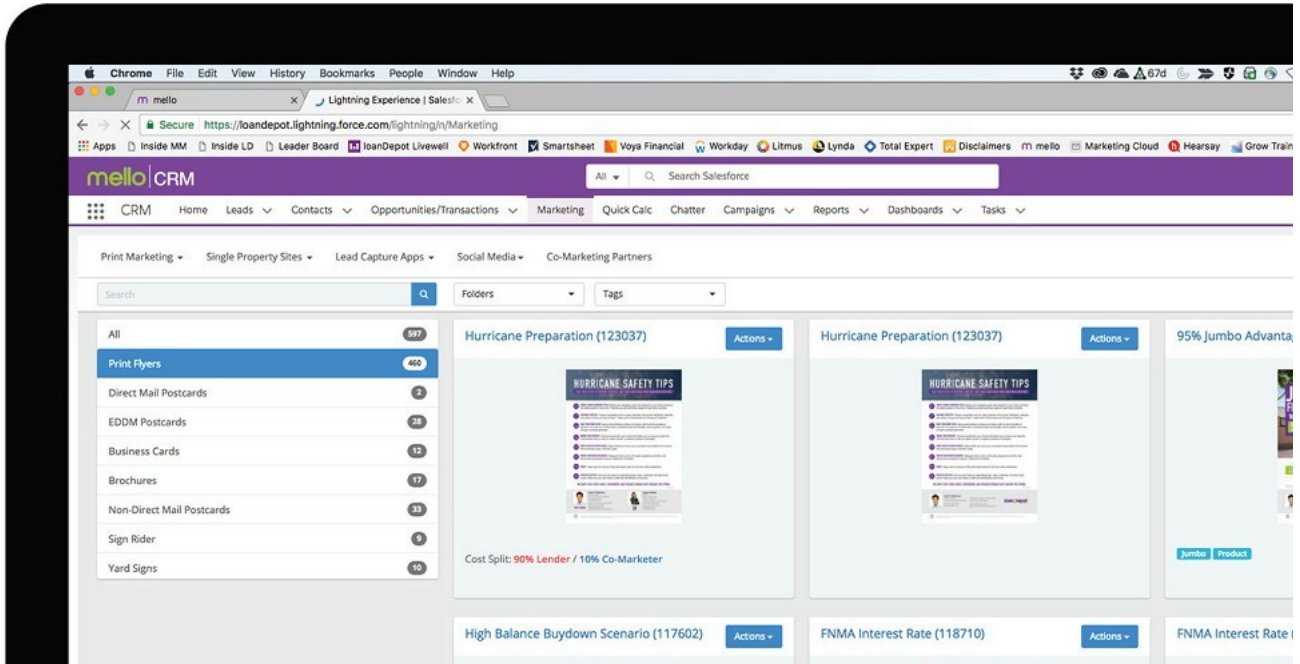
mello™ CRM

Loan Consultants are given access to the world's #1 CRM platform to manage and opportunities. Integrated directly with our point of sale and marketing tools offers a seamless and automated way of incubating new leads as well as staying past clients and partners.



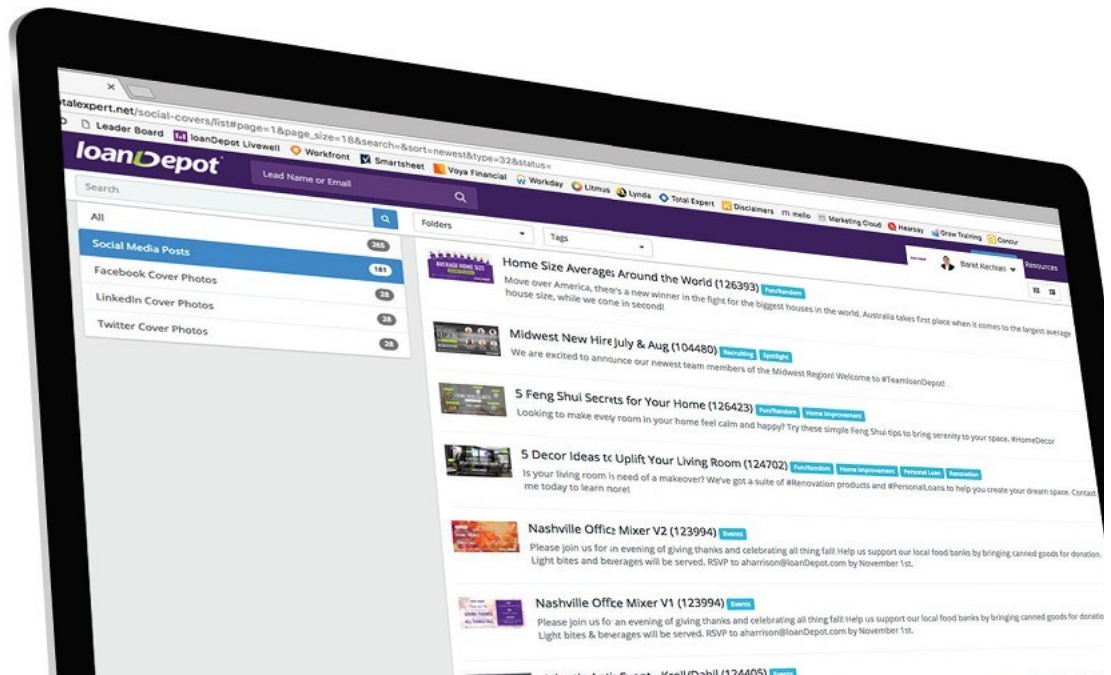
mello™ MARKETING

Our web-based marketing platforms allows you to order business cards, gives you marketing pieces which includes flyers, postcards, brochures, power points, a



mello™ SOCIAL MEDIA

Quickly engage across Facebook, LinkedIn, and Twitter from a single, uni





mellohome

loanDepot aggregates digital inquiries, pre-qualifies buyers and works with our sister company, mellohome, to match them with local real estate agents! Our mellohome Concierge Team makes it easy to connect and close.



GET TO KNOW US FLYERS

Print collateral to be printed/ordered through mello™ Marketing.





LOANADVANTAGE

Through loanDepot's loanAdvantage, you'll be the preferred lender of businesses near you!



LENDEREXPRESS

Through loanDepot's lenderExpress program, qualifying banks, credit

lenders contract with loanDepot as a Lending Partner.



LIFETIME GUARANTEE

Notify your clients of loanDepot's Lifetime Guarantee with print, email & social media.





BROCHURES

Topics include: About loanDepot, Steps to Homeownership, VA Loans



BRANCH COLLATERAL • OVERVIEW

Business Cards are available to order through mello™ Marketing. Branch Managers have access to order all other Branch Collateral.





BRANCH COLLATERAL • BUSINESS CARDS

Ordered through a simple streamlined process.



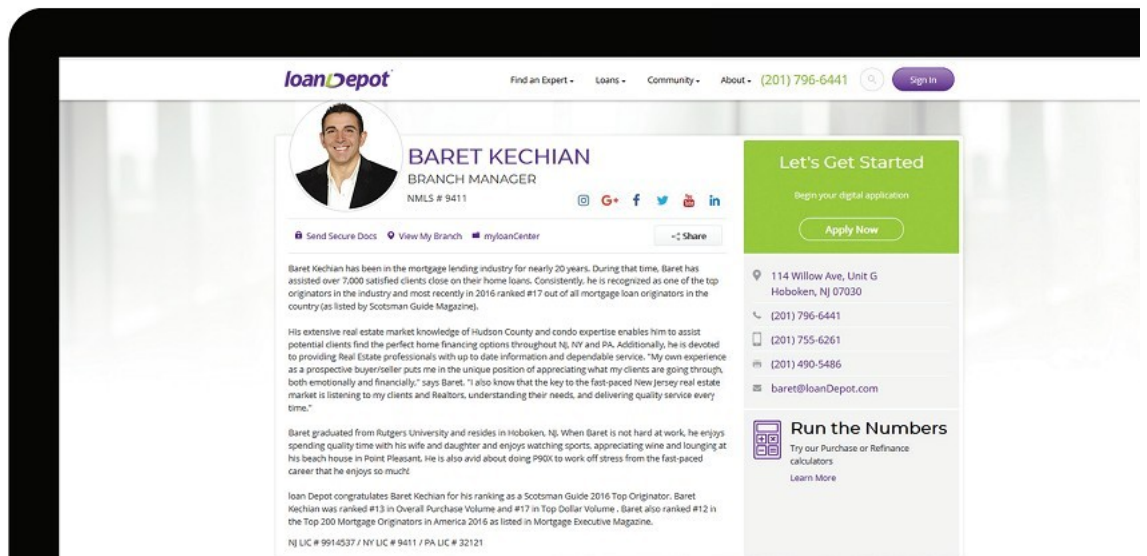
BRANCH COLLATERAL • THANK YOU CARDS & NOTE

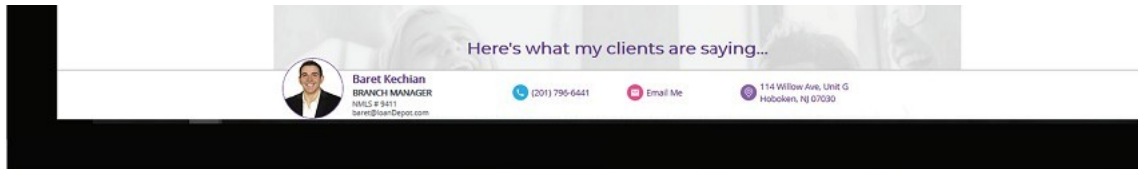
Order thank you cards and note cards through mello™ Marketing to have your office!



LOAN CONSULTANT WEBSITES

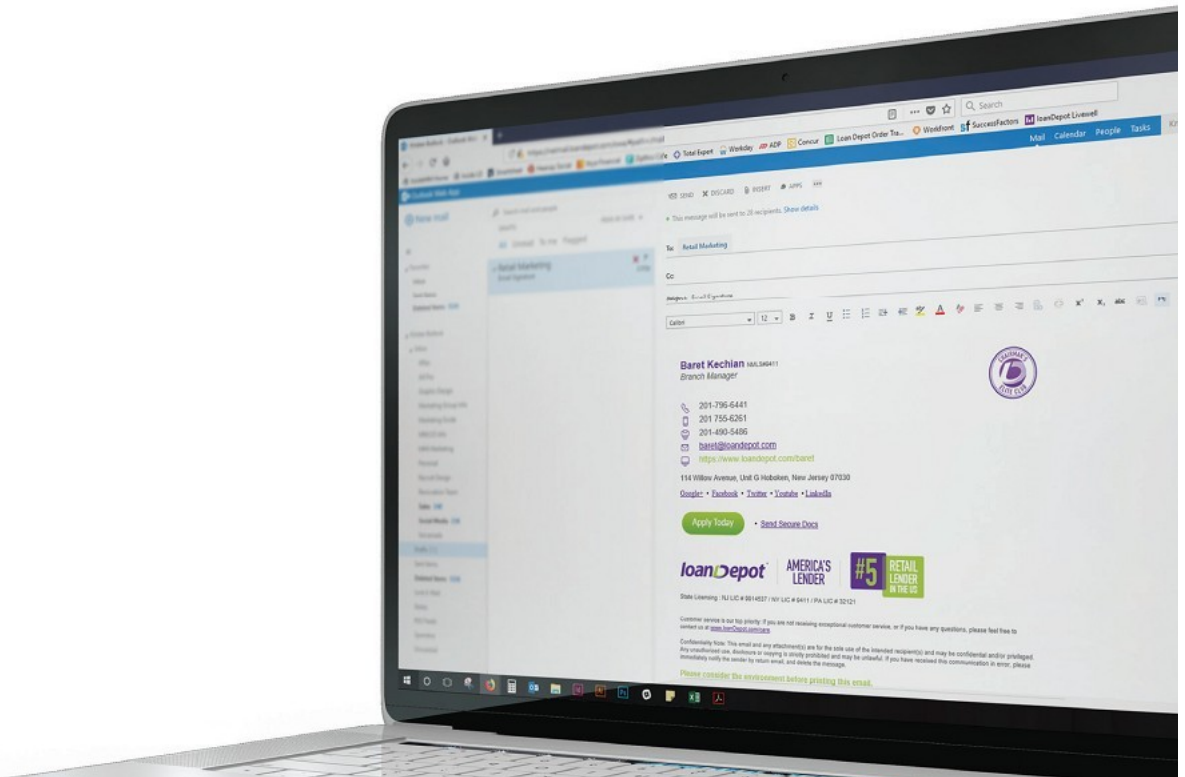
Your website is activated after your license(s) have transferred! Please allow up to 48 hours for it to become live. Be available to your clients 24/7 with our online app





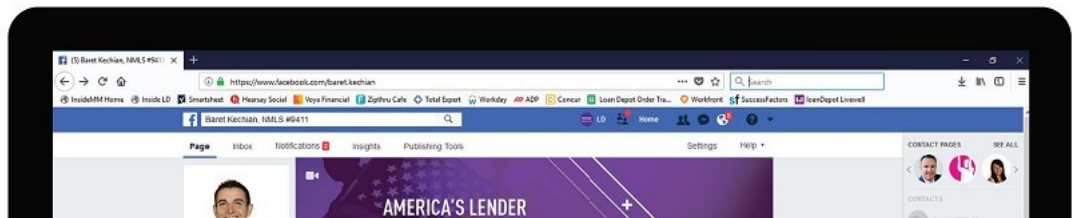
EMAIL SIGNATURES

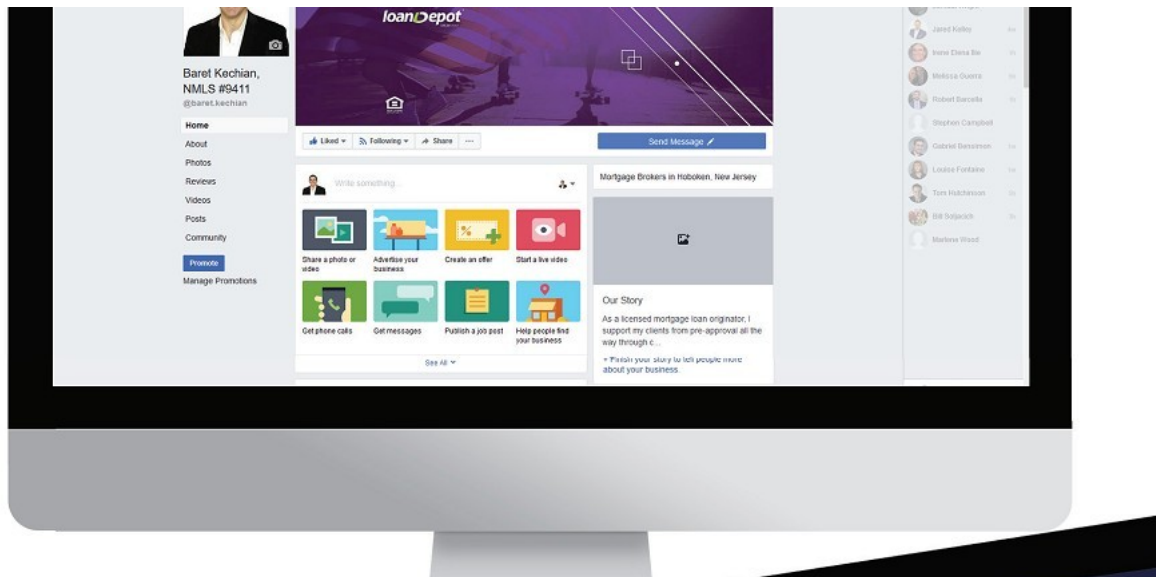
Signatures are automatically set up once your email is active. Headshot and no headshot options are available!



SOCIAL MEDIA ACCOUNTS

Social accounts are created for you and optimized to keep you in front of your customers.





RETARGETING ADVERTISEMENTS

Retargeting ads are developed to target visitors' interest while they surf t



BUILDER BOOKLET

Our Builder Booklet highlights all of our strengths as a leading lender for new construction.



BUILDER MATERIALS

Our mello™ Marketing library has an array of builder focused marketing





JOIN OUR STORY

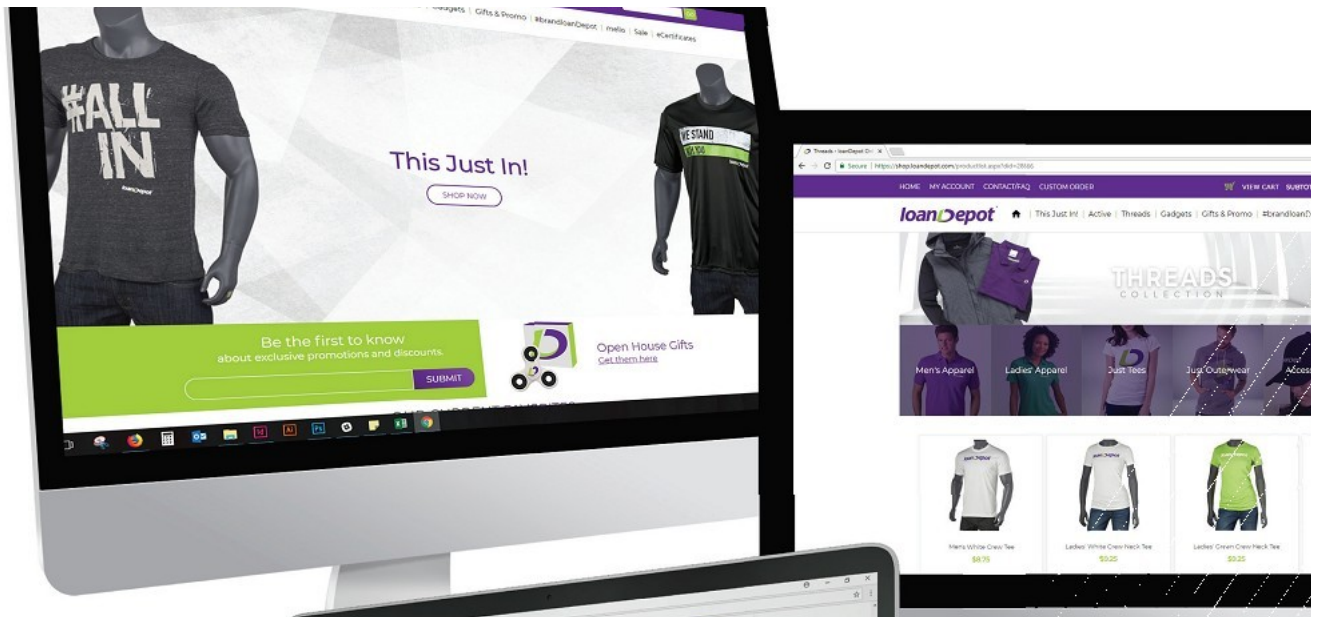
Let your clients, partners, and potential recruits learn what loanDepot is through our “Join Our Story” Booklets.



THE SHOP

Easily order promotional materials, signage, banners, clothing for both men and women, and much more through the loanDepot store! Custom requests fulfilled by contacting the shop directly.





WELCOME HOME PACKET

Put your clients at ease as they go through the financing process with our "Welcome Home" packet. This details everything they will need to know about the



ROAD TO HOMEOWNERSHIP BOOKLET

ROAD TO HOMEOWNERSHIP BOOKLET

This booklet gives your clients the steps they should take before, during, and after they have purchased their home.



CONTACT & TRAINING INFORMATION

FOR MARKETING QUESTIONS PLEASE CONTACT

retail_marketing@loanDepot.com

FOR MARKETING REQUESTS

<https://loanDepot.typeform.com/to/RjchXy>
(Please allow 7-10 business days for custom pieces)

MARKETING SYSTEMS

For single sign-on access to mello™ CRM, Marketing, Email, Video, and Social Media go to:

Social media go to:

<https://mello.loanDepot.com/login>

TRAINING GUIDES & INFORMATION

**Creating Flyers, Open House Flyers, Single Property Websites, Or
Business Cards & Much More!**

<http://learningcenter/retail-lending/ldlc-courses/marketing-training.html>

mello™ CRM Training

<http://learningcenter/retail-lending/ldlc-courses/mello-crm.html>

HELPFUL LINKS & INFORMATION

Social Media Registration

<https://app.smartsheet.com/b/form?EQBCT=9cc6fabb9a5a47859e7b409b41>

Marketing Policies

<http://insideld/MK/Pages/MK-Policies,-Procedures-and-Forms.aspx>

Brand Guidelines

<http://bit.ly/2tMtsQo>

Learning Center

<http://learningcenter/retail-lending/index.html>

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