



**Nothing But Net**

## **Dynamic Websites Enhance Social Media Efforts**

*By Randy Schmidt*

I have stated this in past articles that today's borrowers are "tech savvy" and are no longer satisfied with static web pages asking them to fill out a form and wait for someone to call them back. They demand customized product recommendations, competitive rates, live chat, detailed closing costs, and a fast, secure and easy-to-use application process with instant decisioning. They are looking for a customer experience that matches their lifestyle, delivering critical lending information where and when they need it.

I mentioned in the last two articles what a world class mortgage website needs to include. Once you have established that type of online presence it is critical to drive traffic to your website and LO webpages to gain traction in the marketplace.

I just finished reading an article by Mark Evans called "Why A Great Web Site is A Key to Social Media Success". In the article he discusses the importance of having a top-notch website and its impact on social media.

He says a great website is not something many companies think about when they're getting into social media. They are more focused on deciding whether a blog, Facebook, Twitter, YouTube or LinkedIn make the most sense. But the importance of having a strong website to support a company's social media efforts is frequently overlooked, if not ignored.

Why?

He goes on to state that at the end of the day, social media is, among other things, a way to drive in-bound traffic. Companies create and distribute content, including a healthy amount that highlights corporate activity. It could be press releases, information about products and services, investor information, videos or blogs.

Executives need to understand that social media is a powerful tool that can drive traffic to your website. There was a great post on the Social Media Club website, based on the [2011 Social Media Marketing Industry Report](#). That post highlighted the benefits of using social media platforms:

- 72 percent of respondents said social media Increases website traffic
- Improved Search Rankings – (62%)
- New Partnerships – (59%)

- Better Sales – (48%)
- Reduction in Marketing Costs – (59% for self-employed, 58% for small businesses)
- Respondents were twice as likely to increase leads using social media

If traffic is being driven to your website, it better meet expectations. It needs to do a good job of telling visitors what you do and why they should care. It should deliver well-articulated, clear and great stories. And it should encourage people who have been attracted by social media to do something – be it asking for more information, requesting a demo, buying a product or service, etc.

If you want your social media efforts to drive business growth, make sure that your website and LO's webpage deliver what borrowers are looking for in an online lending experience. Otherwise, the greatest social media campaigns will still not deliver the desired outcomes.

**Randy Schmidt is President of Data-Vision, Inc. and is responsible for overall operation and strategic planning for the company. Randy became involved in the IT side of mortgage banking almost 30 years ago and has been involved in numerous projects on both the origination and servicing side of the business. In 1993, Randy co-founded Data-Vision, Inc., in Mishawaka, Indiana as a Web design company. He then combined his previous mortgage experience with Internet knowledge to bring the speed, power and availability of the internet to the Mortgage industry. He can be reached at [rschmidt@d-vision.com](mailto:rschmidt@d-vision.com).**