

# MARKETING RESOURCES



## ONBOARDING

The Launch Pad is a 2-week custom onboarding plan ensuring a seamless move to First Community Mortgage. Experience more growth with no gaps in personal branding during your transition.

- Personalized Marketing Plan
- Closing Gifts
- Business Cards
- Nametag
- Custom Collateral
- Press Release
- CRM Account
- Contacts Loaded in CRM
- Experience.com Account
- Letter Mailed to Contacts
- Email Sent to Contacts
- Social Media Business Page
- Email Signature
- Marketing Launch Kit



## DIGITAL

- Social Media
- Experience.com
- Website Profile
- Email Signatures
- Digital Advertisements
- Mobile App Co-Branding



## EVENTS

- Creative Planning
- Promotional Items
- Signage
- Advertising
- FCM Cares Localized Event Management



## CONCIERGE

- Social Media Content
- CRM Management
- Closing Gifts
- Database Management
- Branch Event Kits



## CRM

- Auto-Campaigns
- Milestone Emails
- Lead Capture Apps
- Social Media Integration
- Email Campaigns
- Robust Co-Branding



## PRINT

- Business Cards
- Thank You Cards
- Custom Team Branding
- Catalogue in CRM
- Co-Branding
- Yard Signs
- Lot Signage
- Holiday Cards
- Recruiting Tools



## PR

- New Hire Announcements
- Promotion Announcements
- Media Relations
- Profile Spotlights



## FCM INITIATIVES

- Marketing Allowance
- Circle of Excellence Trip
- FCM Cares
- We Serve Four

