TOP TIPS TO GATING CONTENT

ACCORD MORTGAGES

You may have started to hear the phrase 'gated content', but aren't really sure what it means. So we thought it might be helpful to provide a practical 'cheat sheet' of top tips.

We'd certainly encourage you to give 'gating' your marketing material a try. Brokers we work with have said it really does help them attract new clients.

WRITE CONTENT THAT PEOPLE WILL 'PAY' FOR

The first step is to create content that people will view as valuable. You're not going to be asking for actual payment - we'd normally encourage you to offer something like a free guide - but you are going to expect them to give their contact details in exchange for your knowledge and expertise, so it needs to be something they will find useful. There are lots of possibilities as to the sort of content you can offer to download - here are just a few suggestions to get you going:

• The ultimate guide to negotiating a house purchase

• A landlord's guide to managing multiple buy-to-let mortgages

• 5 things to do to get a fairer deal if you are planning on sourcing a mortgage independently

This is your chance to get creative - it doesn't have to just be the written word. Think about videos you could offer or interactive quizzes - anything which whets people's appetite so they want to find out more, and importantly are prepared to give their email to do

so. As we mention in our blog, '4 ways to generate more business for your brokerage', videos are a particularly powerful way for you to engage with your prospects. Incredibly, more than 500 million hours' of videos are watched on YouTube each day. So consider what sort of visual content you could offer - 'What first time buyers really need to know' may be a good one, for example.

ESTABLISH THE MECHANISM YOU'RE GOING TO USE

Once you've produced your valuable piece of content, think about how you're going to capture all those vital contact details and how you're going to send out your content. After all, that was the whole point of the exercise.

You could respond to each email request that comes in to your website manually. At the start, this may be manageable but hopefully, as your campaigns grow and become successful, it may be too time consuming. You may miss enquiries or be unable to respond on time. This is when you may want to think about using an automated system. Solutions

range from full automation in things like Hubspot, to Wordpress add-ons like Thrive (**view our CRM cheat sheet here for some further insight**). It could be worth asking your web provider for some help here on what they suggest is best for you at this point.

One piece of advice we would give is to keep your contact form as short as possible - you don't want to lose people at this crucial stage so make it as easy as possible for people to give their details. Just ask for what you really need.

FOLLOW UP WITH PEOPLE WHO COME THROUGH THE 'GATE'

Success! People have deemed your content suitably engaging, entered their details and proceeded through the gate. Time to celebrate! But this is only the first step of the journey. You need to keep them interested and eventually turn them into a customer. What's the best way to do this? Well, the good news is that you know these people are genuinely interested in what you were offering and are likely to be your ideal target audience. You should now follow them up with more content they are likely to find useful and that will address their problems or concerns - blogs, articles, fact sheets etc. Then, when you think the time is right, you can follow up with a call or email.

GET MORE CLIENTS WITH 'INBOUND' RATHER THAN 'OUTBOUND'

Marketing has changed. Your objective is to get more clients, yes, but it's been found that inbound marketing as a model is more successful than outbound. That means you should be 'pulling' your prospective customers to you by attracting their interest and responding to their current needs rather than 'pushing' your own sales information or advertising at them.

Inbound is a more subtle but more effective approach and focuses on the four stages of 'attract, convert, close and delight'. Gating your content is all part of this. Have fun experimenting and do get in touch if you'd like some more help.