

Spot on Mortgages- Getting back in touch with clients past and present



Ian Le Petit launched Spot on Mortgages in 2009 to help people make better choices when re-mortgaging or applying for a mortgage for the first time. Ian grew the company quickly due to financial focus, good customer service and hard work. Ian had developed a great reputation for sound, independent advice and grew the company's customer base through mortgage advice and additional products such as buy to let mortgages and insurance.

In the past six months Ian started to look at growing the company further since his son is joining the business as an additional mortgage advisor. As part of his quest he approached Your Business Development Team to help put together a business development plan and support implementation. During the planning process we identified two main areas of growth:

- **Repeat and additional business from existing clients:** To develop the business through repeat business we wanted to make sure that Spot on Mortgages communicated regularly with its clients, giving them helpful advice and reminding them of the variety of services that the company provides. To do this, we set up a monthly theme based content plan based on target markets' interest. The main strategies adopted were Blogging and e-mail marketing which are produced and posted bi-monthly. This strategy had already produced a substantial increase in monthly enquiries resulting in additional business.
- **Increased web enquiry through better positioning and content optimisation:** To support growth through a stronger web presence we commissioned a web review to identify the main areas of improvement for Spot on Mortgages' website. Ian is now looking at working with one of our partners, BlueTree Web design to remedy the main issues and improve his web presence resulting in an increase in the number of monthly leads.

We asked Ian to answer a few questions regarding our work and we bring his answers below;

What made you decide to work with Your Business Development Team?

I had been thinking of ways to expand the presence of Spot on Mortgages and reach out to new and old clients. I had used email newsletters in the past but with an increased workload never found the time to continue on a regular basis. We had already met, I knew that you had worked with Rob Carter at Action Coach and also of the type of work you were involved in before that. This made me think that we could work together well.

What do you like about the process of working with us?

I like the idea of having a six month plan of content topics and that there is a structured timescale to produce information. It helps me that you are local but also that you are contactable and will always return my calls.

What are the main advantages to your business?

I always know where I am and what we are doing regarding the plan for our social media and E-mail marketing campaigns. It is a great benefit to be able to write some notes on a subject (difficult for me as it is) then pass these on to someone who you know will then create a good newsletter/blog and post this out on time, as planned.

Would you recommend us to other businesses?

Yes, I would recommend Your Business Development Team to anyone who feels they need to increase their social media presence but just hasn't the time or the knowledge to do so themselves.