



# Highly Targeted Messaging and Integrated Marketing Plan Result in Increased Engagement for Closinglock

## ABOUT CLOSINGLOCK

Closinglock empowers settlement companies to eradicate wire fraud risk by providing home buyers and sellers with a secure yet convenient closing experience. Closinglock's platform protects payments, payoffs, and all related communications with strict security protocols and offers seamless integrations with closing and title company software.

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- April Gentry, Director Of Partnerships

## The Opportunity: Uplevel Lead Generation Efforts with Targeted Marketing

Focused on driving more leads and supporting investor expectations, Closinglock was looking to uplevel marketing initiatives. Unsure of where to prioritize their efforts to boost demand and how to message their organization to stand out, they knew they needed strategic guidance and outside expertise. With this in mind, they turned to Launch Marketing.

## The Solution: Engage Leads with Cohesive Messaging, Integrated Marketing Plan and Focused Campaigns

With Closinglock's goals in mind, Launch Marketing partnered with them to refine their messaging, develop an integrated marketing plan and identify and implement marketing technology to streamline and track their initiatives.

Knowing that a successful lead generation strategy starts with effective messaging, Launch Marketing began by establishing a cohesive framework. This involved examining competitor messaging to identify points of differentiation, identifying customer pain points and aligning solutions messaging to speak directly to those needs. Closinglock promptly adopted Launch Marketing's messaging in press releases, product launches, corporate-level presentations, case

Launch developed campaigns resulting in

# 32%

increase in Website Traffic

Additionally, Launch's campaigns and integrated marketing plan resulted in:

↑ **400%** increase in email referral traffic in month one

↑ **300%** additional increase in email referral traffic in month two



## CREATED TARGETED MESSAGING AND CAMPAIGN

- *established goals for campaign*
- *created internal process for sales funnel*
- *built revenue-focused activities*

studies, advertising and emails. With customer-centric messaging in place, Launch Marketing developed an integrated marketing plan to help the Closinglock team identify which marketing activities to prioritize for lead generation, when to deliver each activity and how to recruit and onboard an internal resource to drive execution forward. In addition, Launch Marketing identified the right Martech solution to support lead tracking and quickly dove into implementation to customize the platform to mirror Closinglock's internal process for sales funnel management.

## The Results: Targeted Messaging and Campaigns Drive Increased Engagement

With a solid marketing foundation and well-defined plan, Closinglock has experienced impressive results, including a 32% increase in new users to their website, a 400% increase in email referral traffic the first month and an additional 300% the second month. In addition, a targeted, paid advertising test campaign contributed to pipeline growth.

“Launch Marketing paved a clear path forward for our marketing team by determining which activities to prioritize to achieve the best results. They worked quickly to establish our foundational components and begin execution so that we could start to see results immediately,” shared Director of Partnerships, April Gentry. The “wow factor” for Closinglock stemmed from Launch Marketing’s ability to make messaging customer-facing and ensure its future-proof nature. Launch Marketing helped Closinglock look at the big picture, aligning the positioning of their current products and future developments with customer needs. Gentry shared, “Collaborating with the Launch team was truly delightful! Their transparency, meticulous organization and attention to detail were greatly appreciated.”

Armed with a well-defined messaging framework, a comprehensive marketing plan and a proactive strategy for top-of-funnel development, Launch Marketing has effectively positioned Closinglock to transition swiftly from foundational activities to revenue-focused activities. With their newly implemented marketing automation system, Closinglock can monitor performance and optimize lead generation activities to sustain the initial momentum generated. “The Launch team did a fantastic job getting our messaging in sync with our customer’s priorities. Our campaigns are now connecting well with our audience, and we are on track to see a boost in our bottom-line results,” said Gentry.

