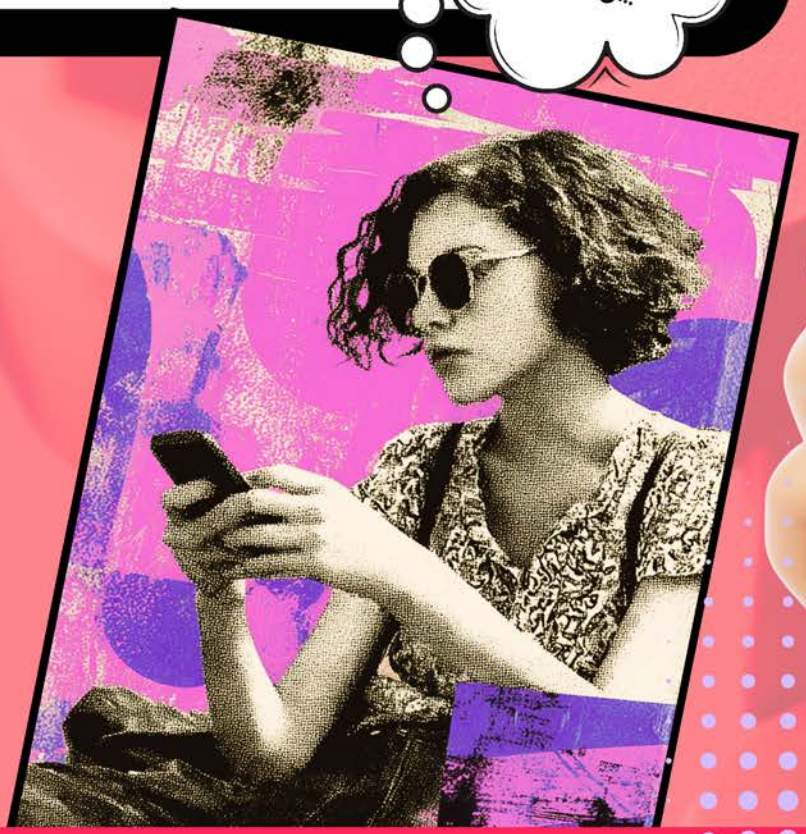
SCROLL-ERA STRATEGY CONTENT GUIDE

EXCLUSIVE TO
THE MARKETING WORKING GROUP
OF THE MWLC

MORTGAGE WOMEN LEADERSHIP COUNCIL





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THE SCROLL ERA IS REAL

IF YOU'VE WATCHED NEWER SHOWS ON STREAMING PLATFORMS RECENTLY, YOU MAY HAVE NOTICED SOMETHING INTERESTING...



Characters often over-explain the plot. They repeat information. They restate what just happened.

It's not bad writing.
It's intentional.

Writers know that viewers are often watching while looking at their phones, scrolling social media, answering texts, or doing something else at the same time. So they build shows assuming the audience isn't giving them full attention.

Social media works the same way. Your audience is scrolling while:

- answering emails
- watching TV
- commuting
- sitting in meetings
- half-paying attention

Which means your content has to do one thing first: Make someone stop scrolling.

This is why **strong hooks**, **simple language**, and **relatable insights** outperform traditional "marketing posts."

You're not competing with other lenders, vendors, banks, etc.
You're competing with everything else in the feed.

And that's exactly what the Scroll Era Content Guide is designed to help you do.

10 SCROLL-ERA CONTENT IDEAS

HOW TO GET YOURSELF AND YOUR MARKETING OUT OF THE 2008 RUT



1. “No One Told Me This About Buying a Home”
Share something borrowers rarely hear.

2. Mortgage Myth vs Reality
Break down common misconceptions.

3. Real Loan Scenario Stories
Explain how you solved a borrower problem.

4. “Things That Kill Deals”
Share mistakes borrowers make before closing.

5. The Mortgage Professional Hot Take
Offer a bold industry opinion.

6. Explain It Like I'm Five
Simplify complicated mortgage concepts.

7. Before & After Borrower Journeys
Show transformation stories.

8. Mortgage Marketing Reality Check
Share insights for other professionals.

9. Things I Wish Buyers Knew Earlier
Lessons from your experience.

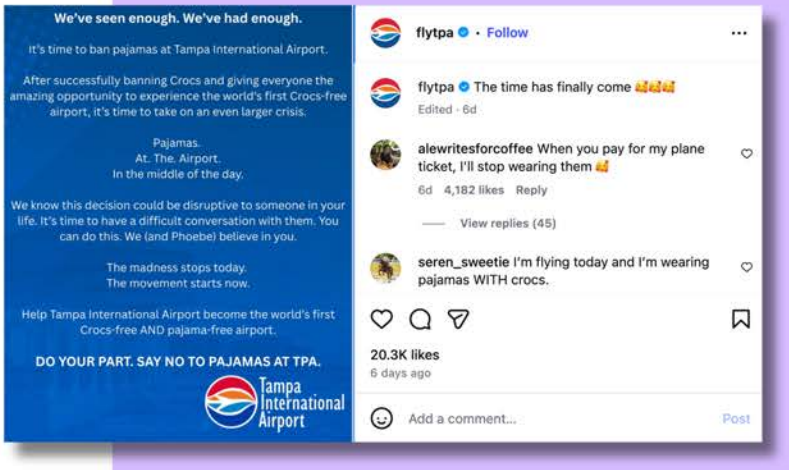
10. Day in the Life of a Loan Officer
Humanize the process.

BONUS

TAP INTO CONVERSATIONS PEOPLE ARE ALREADY HAVING

Connect your content to current events, trending topics, or national holidays to spark engagement. Brands like Dunkin' and Starbucks have done this by playfully leaning into the rivalry between the New England Patriots and Seattle Seahawks during the 2026 Superbowl. Even humorous or slightly satirical posts — like the viral Crocs and pajamas joke from Tampa International Airport — can drive huge engagement.

Personality and relevance often outperform polished marketing.



WHY MORTGAGE MARKETING STILL FEELS LIKE 2008



1. We Treat Social Media Too Much Like Advertising

A lot of mortgage posts still look like ads.

Examples:
“Looking to buy or refinance?”
“Call me today for the best rates.”

But social media rewards content, not commercials.
People follow accounts that teach them something, entertain them, or give them insight.
Not accounts that simply promote services.

2. We Post Information Instead of Perspective

Mortgage professionals share valuable information every day.
But information alone doesn’t stop someone from scrolling.

What performs better is perspective.

For example:

Information:
“Rates increased today.”

Perspective:
“What rising rates actually mean for buyers this month.”

One informs. The other creates conversation.

WHY MORTGAGE MARKETING STILL FEELS LIKE 2008



3. We Overestimate How Much Attention People Have
The average person spends less than two seconds deciding whether to keep scrolling.

That means:

- Your first sentence matters
- Your idea must be clear immediately
- Your post must feel relevant

If it doesn't grab attention quickly, it disappears.

The Good News: Mortgage professionals have an advantage most creators don't.

- You have real expertise.
- You solve real problems.
- You see real borrower stories.
- You understand the process.

All you need to do is translate that experience into scroll-era content.

MORTGAGE
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WANT TO HAVE MORE CONVERSATIONS ABOUT THIS?

If you enjoyed this guide, the conversation doesn't stop here.

The **Mortgage Women Leadership Council Marketing Working Group** is a collaborative series designed to help mortgage professionals rethink how they approach visibility, marketing, and growth in the modern digital landscape.

UPCOMING MARKETING WORKING GROUP SESSIONS

July 8, 2026
Live at Mortgage Star National
New Orleans, Louisiana

November 18, 2026
Virtual Marketing Working Group Session

Marketing Working Group

Join The Council

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