

Traffic sources to fill the top of your sales funnel using a Call To Action to download your app

- MLO / Agent Websites & Microsites
- Google Business Profile & Product Cards
- Social Media Profiles
- Directory Websites (Yelp+ vertical & niche directories)
- Profile Pages on Corporate Websites
- Social Posting
- Social PPC Ads
- Google PPC Ads
- Google Display Network (banners)
- Retargeting Ads
- Email Marketing – Blasts & Newsletters
- Email Signature
- Web Form Thank You Pages
- Referral Partner Websites & Marketing
- Blogs w/ CTA links
- Videos (e.g. YouTube CTAs “Link in the Description”)
- Podcast Pages
- Digital Radio & Streaming Services
- eBook Content CTAs
- Traditional Marketing (direct mail signs, billboards, radio, etc)
- Lunch & Learns (signage, QR codes, registration emails)
- Open Houses
- QR Codes
- Event Sponsorships - community events, kids sporting events