COVID-19: Three Ways to Maintain (or Grow) Your Title Company During the Pandemic

Description

These are tough times, thatâ??s for sure. COVID-19 is wreaking havoc on small businesses including Title & Escrow companies, with many having shuttered and some holding on but struggling to maintain their clients and revenue. However, donâ??t let that stop you from having a laser focus on your business â?? you have to think long term. There are steps you can take to not only salvage, but to actually thrive, or, set your Title Company up for success when the pandemic settles. Hang in there.

Many Title Companies have a solid foundation and this will be just a temporary slow down for them. Homes are still being sold and Title companies still have cash flow, but they may have seen a slowing in day to day work. If you find yourself in that situation, now just might be the right time to focus on projects that have been put on the backburner.

Below are three marketing items that Title Companies can focus on during the pandemic:

1. Your Website

Even during the COVID-19 pandemic, real estate agents and buyers are still out there researching title companies, making future plans, and yes, even transacting home sales. During this time, itâ??s especially important that your website is professional looking, mobile friendly, and is portraying your Title business in the best possible way. If your website is more than a few years old, there is a good chance it is outdated from a design perspective or not mobile-friendly, both of which could be costing you clients and new business. Buyers and Agents are used to a certain modern look for websites. And, with more than 60% of Google searches being done on mobile devices, it is critical that your website renders properly on mobile devices.

2. Gain Customers From Google Searches:

During the pandemic, you need to make sure that your business is front and center on Google when an Agent or Buyer is searching for Title Insurance companies. With many other businesses scaling back on marketing budgets, now is a great time to jump past the competition. Optimizing your website for search engines is one of the most important items you can focus on for driving new clients. Developing content that your clients care about can have lasting benefits when it comes to improving your place on search engines like Google.

3. Establish or Grow Your Social Media Footprint:

Social media has always been a valuable way to connect and engage with current and potential clients. Itâ??s even more important during the COVID-19 pandemic. People are home, trying to stay occupied and often use social media like Facebook to do so. Take the time to create social media profiles for your Title business. If you have some already, great, now make sure you are keeping in touch with your contacts. You can be posting business updates, helpful resources on real estate market trends, articles, and even the occasional meme! We all need a little laughter to lift the spirits.

The Takeaway:

This too shall pass. If you can manage to hang in there and keep your Title business going, there are steps you can take to not only maintain, but actually grow. Conduct an audit of your website and social media presence and ask yourself if things could be better. Iâ??m guessing the answer is emphatically â??yesâ?•!

If youâ??ve been putting off a web redesign or are interested in growing your Title business during the pandemic, contact the team at Dalton Digital for a free consultation. We wish you the best in health and in business, weâ??ll all get through this soon.


VLTA Examiner

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For nearly 20 years, Justin Gooderham, Founder of Dalton Digital, has been helping businesses and clients exceed their digital marketing goals. He focuses on user-friendly web design, data and insights, and digital marketing best practices to drive online growth for small businesses.
His long career includes strategic work with companies and clients managing digital marketing programs and website launches for Fortune 500 clients including Accenture, U.S. Airways, Sony Pictures, Intuit TurboTax and Nickelodeon, just to name a few.

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