



CASE STUDY POSITIONING THE POWER OF COLLABORATION

INDUSTRY
Mortgage technology

CHALLENGE
Position Xerox Mortgage Services as an eMortgage industry leader to generate leads and close deals

SOLUTION
Develop an engaging brand message and provide effective sales and marketing tools that engage prospects throughout the buyer's journey

EXPERTISE
Messaging | Digital marketing | Public relations | Website | Creative Services



In 2002, Xerox Mortgage Services redefined the mortgage industry with BlitzDocs, its SaaS solution that manages the flow of paper and electronic documents from loan origination to closing.

Working together since the division's early days as a startup, Arketi and Xerox have repositioned the company several times. In fact, our collaboration helped Xerox plant a flag as one of the first "paperless" solutions providers – a position few others could take at the time.

Once that term was adopted by competitors, the positioning shifted to "the most widely-used collaborative document network." Then, most recently, we helped position BlitzDocs as an "intelligent collaboration" solution that enables digital mortgages with the flexibility to handle both paper and electronic loan documents.

MEASURING WHAT MATTERS



1000%
increase in
revenue



90+
leads



20%
email open rate

FROM POSITION TO ACTION

Leveraging its strong position and message, Arketi quickly moved to write and design thought leadership content to support Xerox Mortgage Services' lead generation efforts.

The content we developed ranges from white papers and case studies to surveys and blogs – all of which are used as CTAs on the company's website and as leave-behinds for the Sales team. And, to ensure our content stayed fresh and relevant, we conducted regular interviews and meetings with company executives to stay connected with evolving market trends.

Surveys also proved an incredibly powerful tool for Xerox Mortgage Services. We ran multiple surveys on behalf of the company to gauge the industry's progress shifting to paperless solutions and digital mortgage technology. The survey findings were then compiled into infographics and chart-heavy reports that we used to generate media coverage and engaging CTAs.

Our thought leadership was used to drive traffic and engagement at industry events. In addition to designing booth graphics and PowerPoint presentations, we drafted speaker and award nominations that helped Xerox Mortgage Services get noticed at tradeshow and conferences.

For the entirety of our relationship with Xerox Mortgage Services, we were responsible for designing, maintaining and writing the content for its website, including email marketing campaigns; promotional materials; thought leadership; and communications with prospects and clients. Our in-house studio also created short-form videos as CTAs for emails about industry trends and changes, further promoting the expertise of Xerox Mortgage Services' executive team.

MARKETING THAT GENERATES REVENUE

Since our partnership began, Xerox Mortgage Services' revenues have grown more than 1,000%. This significant growth was even achieved throughout the global financial crisis of 2007 and 2008 – a testament to the impact of marketing when combined with innovative technology during a time of great turmoil.



Arketi Group has consistently helped us navigate our dynamic and challenging marketplace. With Arketi's strategic messaging capabilities and marketing programs, we've transitioned through all of the challenges of going from a startup to being part of a \$22 billion company.

Nancy Alley

Vice President & General Manager
XEROX MORTGAGE SERVICES

Likewise, marketing helped this company present itself as a thought-leader on the future of the mortgage industry and the transition to digital, well-before companies like Rocket Mortgage were a household name. This helped Xerox secure its position as a Fortune 500 powerhouse.