

INTERNAL MARKETING STRATEGY BRIEF

Hyperbolic Mortgage

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This internal document outlines upcoming campaign priorities, messaging frameworks, and cross-functional marketing initiatives designed to support Hyperbolic Mortgage’s borrower acquisition and retention goals.

Q1 Campaign Overview

The primary focus for Q1 marketing efforts is to increase digital borrower acquisition and position Hyperbolic Mortgage as a technology-forward lending partner. This includes targeted campaigns, refreshed messaging, and enhancements to our borrower engagement funnel.

Campaign	Objective	Target Audience	Status
Digital Borrower Engagement	Increase pre-qualification volume by 20%	Millennial homebuyers	In Development
Automation Awareness Push	Highlight new LOS automation tools	Mortgage brokers & partners	Launching Feb
Referral Accelerator	Boost referral leads via partners	Real estate agents	Planning
Retention Messaging Refresh	Reduce churn within servicing portfolio	Existing borrowers	In Review

Core Messaging Themes

- Hyperbolic Mortgage delivers fast, transparent, digitally enabled lending experiences.
- Automation reduces paperwork, delays, and the stress of traditional mortgage processes.
- Borrowers benefit from personalized rate scenarios and expert guidance at every step.

Key Internal Enablement:

- Updated brand guidelines and tone-of-voice documentation
- New marketing collateral templates for partner outreach
- Sales enablement deck refresh by mid-February

Next Steps & Action Items

- Finalize Q1 messaging tests and creative assets
- Coordinate launch dates with Sales, Product, and Servicing teams
- Build shared performance dashboard for campaign and conversion metrics

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