

# Alanna's Customizable Marketing Tools

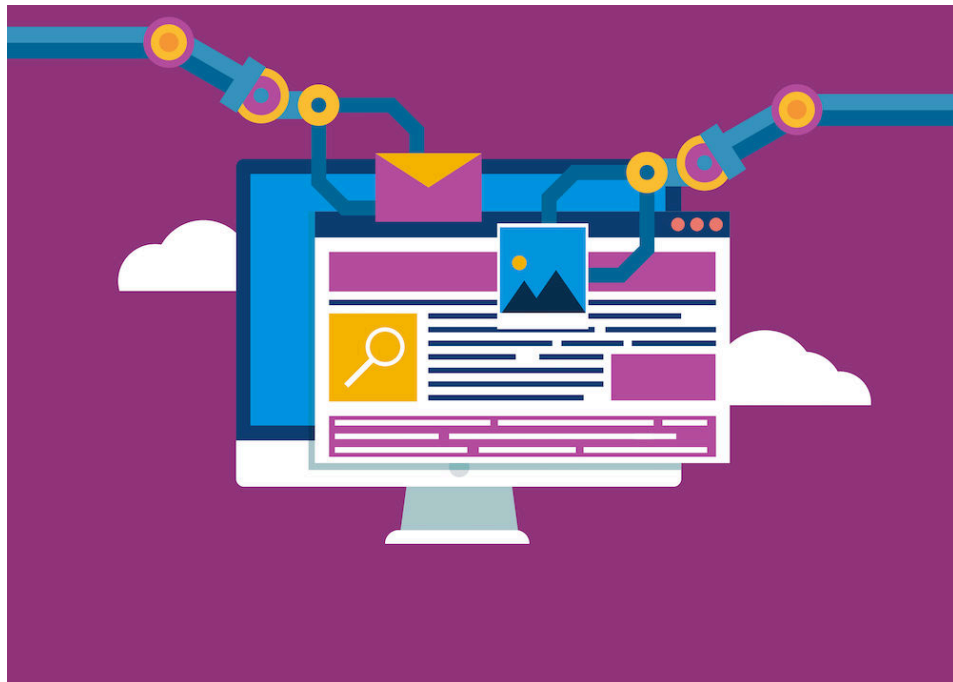
This eBook explains how Alanna provides marketing tools that can be customized especially for your title company.

[alanna.ai](https://alanna.ai)

# Introduction

The title industry is one of the most competitive industries. When you're looking to earn more business, it's critical to have detailed strategies and plans to convert new clients. It starts and ends with providing stellar customer service to existing clients and utilizing the right marketing tools.

Alanna is the virtual assistant you've been waiting for. She'll help your title company achieve 5-star quality customer service and marketing. Alanna provides the best customer service your clients have ever experienced, which will lead to a higher chance of receiving referrals. You can also take advantage of her marketing tools, which can be customized to fit your company's needs. Interested? Here's what you need to know.





# 1

## Create Your Custom “Alanna” Virtual Closing Assistant

24/7

Title companies have different goals they want to achieve internally. One common goal most have, though, is to grow their business by increasing revenue. Doing so often requires employees to go above and beyond to create a stellar experience for their clients, real estate agents, and lenders. Hiring extra help could solve some problems, but having Alanna as your trusted virtual assistant is even more beneficial. Here are some ways you can create your own Alanna to distinguish your title company.

# Who Is Your Alanna?

Alanna is smart, resourceful, and always eager to help with communications to keep things flowing smoothly at your title company. Her conversational AI skills are out of this world and she can easily become the face of your title company. But who is YOUR Alanna? Consider having a staff contest to come up with the perfect name and image. Your Alanna could be a hero like National Integrity Title's Robin the Superhero. Or if you want to truly stand out, make it an adorable animal like Meridian Title's Max the Golden Retriever. Creativity can make your title company stand out among the competition, but you need to ensure it makes sense for your company and how you want to be represented.

## Your Alanna Will Become A Marketing Tool

Real estate agents want to work with title companies that have a reliable and recognizable brand. Your Alanna can do exactly that and more. The Alanna name and image you choose can be put on marketing materials to make your brand easily recognizable for potential clients. In a world where title tech tools are abundant, making a recognizable and reputable brand is essential to stay ahead of the curve.



# Your Alanna Image Can Reflect Your Company Image

Whether you want your Alanna image to be a reliable superhero, a friendly animal, or even a fantasy character, it should reflect your company's image. Once you've decided on your Alanna's image, consider mass texting your network to introduce them. Impress real estate agents and other clientele with your Alanna's conversational AI abilities. The 24/7 availability will make you stand out and encourage them to interact with your Alanna, all while building a recognizable brand. Busy real estate agents will clearly see the benefits of working with you and your custom Alanna.



# 2

## Use Alanna Campaigns to Mass Text

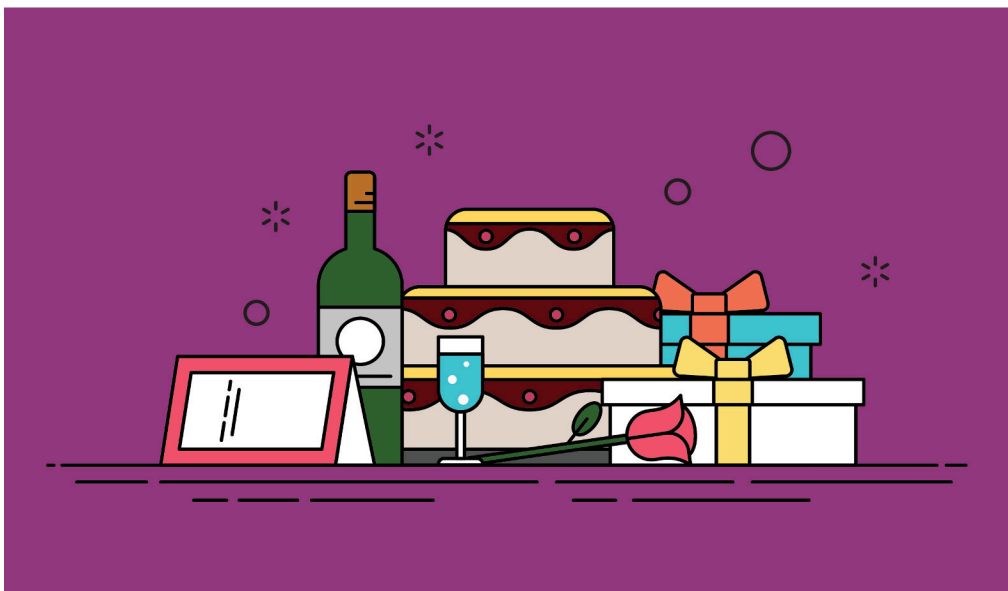
Title companies need to create and maintain a recognizable brand to stay on top of the competition. This often means sending out periodic marketing emails, hosting events for real estate agents, and more. Sending out mass emails is the most common way to handle these types of communications, but it doesn't mean they are the most effective. By upgrading your title tech tools with Alanna, you can send out mass texts to your contacts about anything you need. It's all done via Alanna Campaigns. Campaigns will make your job easier and your marketing more successful.

# Send Mass Texts To Contacts

Sending mass emails typically doesn't yield the results title companies are looking for. It's too easy for an email to get buried or overlooked, or even get caught up in a spam filter. A more effective means of communicating to a large number of recipients is by sending out a mass text message. With Alanna, your contacts will see the message come through as an individual, direct message, so any replies will not go to the entire group. And Alanna will use her same great conversational AI skills to communicate with clients like a human representative would.

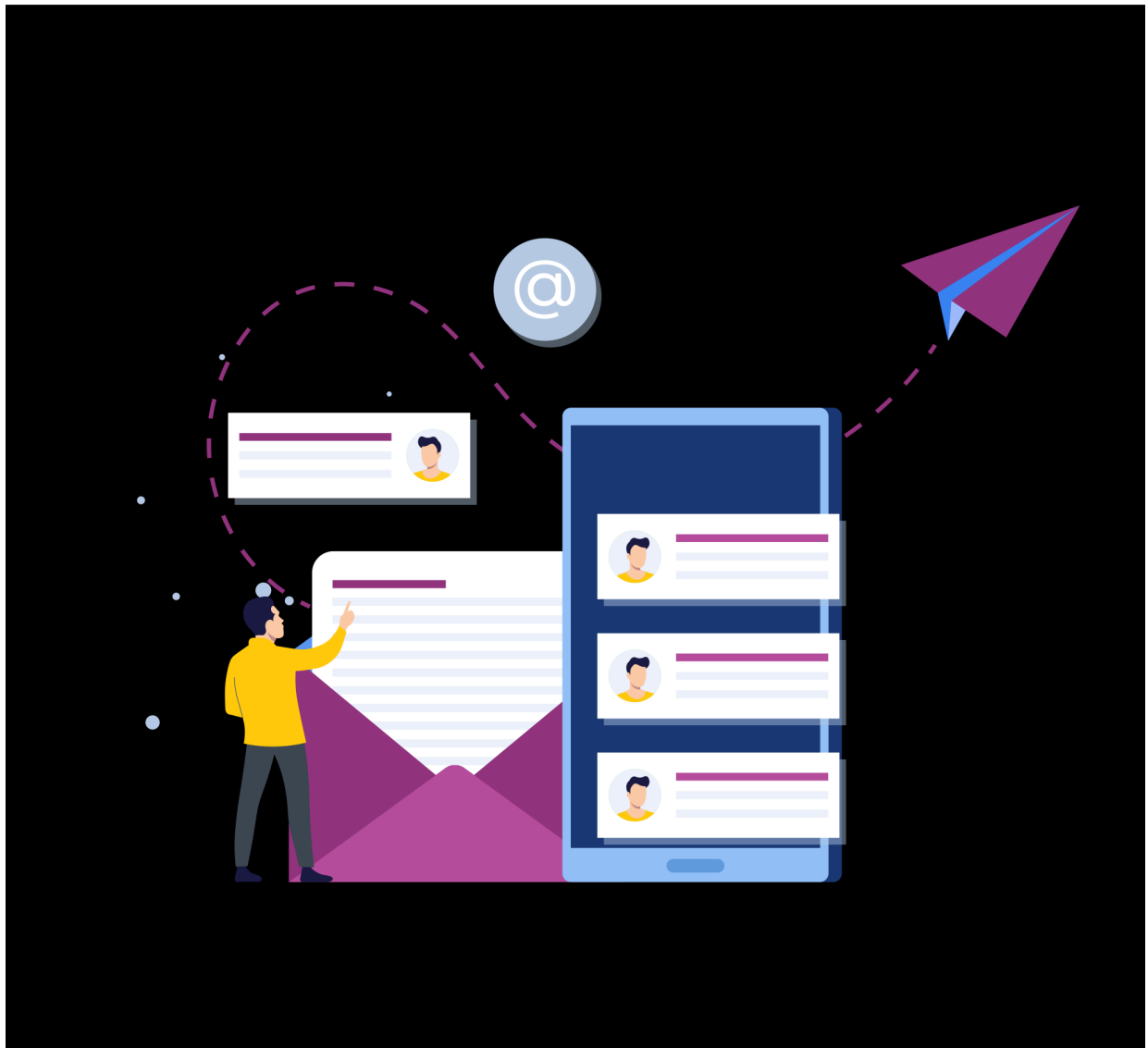
## Uses for Alanna Campaigns

Alanna Campaigns can be your assistant for virtually anything your title company needs. Many companies use it for marketing opportunities, training opportunities, and even invitations to agent events. These types of communications are easy to create and send and you won't have to hire another human assistant just to get it done. Alanna makes it easy to send messages and track responses or RSVPs so your information is always organized.



# Send Mass Communications To Specific Clients With Ease

Your title company likely has hundreds of contacts, or maybe even thousands. Alanna Campaigns makes it easy to send communications to all of them. You can add contacts by uploading a spreadsheet, adding them directly from Alanna, or adding them straight from your title production system. Send mass texts to all of your contacts or just a specified group with just a few clicks. Campaigns make for simple marketing going forward and you won't have to clutter your contacts' inboxes.



# 3

## A Brand Ambassador to Represent Your Title Company

The real estate industry is highly competitive no matter where you're located throughout the country. Standing out among the competition means doing the little things right, while also going above and beyond with customer service. No matter how great your employees are, sometimes there simply isn't enough time in the day to get everything done. That's where Alanna and her conversational AI abilities can help put your company over the top. She will be the brand ambassador you didn't even know you needed. Immediately, you will see the benefits.



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# Market Your Title Company And Boost Your Brand Recognition



Clients want to be associated with brands that share similar beliefs as them. Your customized Alanna can be a brand ambassador, marketing your title company's beliefs. So when clients, real estate agents, or lenders see your Alanna image, they know exactly who they are dealing with. Choose the name and image of your Alanna wisely since it will become one of the most recognizable facets of your title company.

## Creative Marketing Materials To Introduce Your "Alanna"

Chatbots and other similar tools have given conversational AI a bad name. So you need to have marketing materials that stand out and explain why your Alanna is different and better. Our team can help you design marketing materials unique to your company so you can clearly highlight the benefits of engaging with your Alanna. The right title tech tools can make companies stand out in a crowded market and that's exactly what your Alanna will do for you.

# Use Your “Alanna” How You Need To Help Your Company Grow

The opportunities to use your Alanna are endless. You can advertise her on social media platforms, in print marketing, email marketing, and much more. Give potential clients a little taste of her conversational AI abilities so they can see for themselves how she can help. Real estate agents will rely on your custom Alanna significantly to help boost their reputation as well. Creating a winning situation for everyone involved can boost your title company's reputation, and that's what your Alanna is all about. As a brand ambassador, she can work 24/7 to help you and your clients succeed.



alanna.ai

## Explore New Marketing Strategies To Elevate Your Title Company

Marketing isn't usually a high priority with title companies. It doesn't always make sense to hire a marketing manager, and often current employees don't have the time or expertise to develop strategies. Alanna is the perfect piece of the marketing puzzle you've been trying to solve. Learn more about how your title company can utilize her skills and become a marketing machine by clicking the button below.

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