

# Quicken Loans Uses Word of Mouth-izzle to Make Quizzle Shine-izzle

The launch and success of Quizzle.com is the biggest word of mouth marketing win in Quicken Loans' history. If this case study doesn't prove the obvious value of word of mouth, we aren't sure what does.

Quizzle is a departure for Quicken Loans from our normal direct-response-dominated marketing. We created Quizzle as a way to build relationships with future and potential customers. The site is free -- with absolutely no strings attached -- and includes free credit reports and scores, home value reports, mortgage recommendations, and more. Our goal - build long-term relationships -- and hopefully when Quizzle users need a mortgage, Quicken Loans will be the lender they use.

We promoted Quizzle 100% with word of mouth, using blogger outreach and public relations to spread interest.

The results are in.

Without spending one penny on advertising (no sponsorships, no TV/radio, no online ads, no paid search), we've garnered numerous mentions. Dozens of blogs, starting with the WOMMA Word and including Netbanker, the Baltimore Sun Blog, Life Lessons of a Military Wife, and Future of Real Estate Marketing, reviewed Quizzle. Our mainstream media mentions have been even more impressive, with reviews by Clark Howard, Kim Komando, USA Today, NY Daily News, Wall Street Journal, Adweek, and numerous media outlets across the US. We also created a Quizzle blog and Quizzle Twitter to join conversations.

Quizzle has had over 425,000 visits with over 70,000 accounts created. More impressive -- we've had over 500 mortgage applications (without any intrusive pushing of our products) and...drum roll please...12 closed loans!"

This is our biggest surprise of all. We actually didn't plan for Quizzle to begin returning on investment for at least a year. The leads and closed loans have just cemented the idea that Quizzle is something people appreciate and well worth our efforts.

# Case Study Library



**Client:** Self

**Agency:** NA

**Budget:** In-house

**Date of Campaign:** 2/2008 - Ongoing

**Case Study URL:** <http://www.quizzle.com>