

From Inbox to Mailbox: Email Marketing to Attract Home Buyers and Sellers

By **Ben Conde** - July 11, 2017



When you "own the inbox" and use email marketing to nurture relationships, you are the real estate agent the home buyer or seller already knows.

Before you lay down more money for another postcard mailer, think about this: real estate email marketing has a high return on investment and costs less. And the best thing? Email just happens to be the **preferred communication channel** of home buyers and sellers, who like it even more than direct mail.

Real estate **email marketing** gives you a direct connection to home buyers and sellers at the point in time when they are ready to make a move, but that's not all. It can also keep your agency in front of *future* home buyers and sellers even before their journey begins. Email marketing can help you to:

- introduce your services and establish a relationship
- make your real estate agency stand out
- advise buyers and sellers as an expert resource
- generate referrals
- ensure top-of-mind brand awareness.

The benefits of connecting with buyers and sellers before the journey begins can't be overestimated. A majority of both home buyers and sellers choose to work with a real estate agent they already know. When you "own the inbox" and use email marketing to

nurture relationships, you *are* the real estate agent the home buyer or seller already knows. This provides an invaluable advantage in helping you get more seller listings or get the opportunity to help buyers find their dream home.

Use email marketing to amplify other marketing efforts

Email marketing should complement your overall [marketing strategy](#). All of your [digital marketing](#) tools can – and should – work together to help you connect with home buyers and sellers for more listings and sales.

Include a link to your social media accounts in your email newsletters, and encourage contacts to follow you there as well. Your social updates can regularly reinforce your role as the real estate expert in your followers' minds, as you share industry and market tips, advice, and other [social content](#) that would interest home buyers and sellers.

Feature fresh content from your real estate agency's [web pages and blog articles](#) in your email newsletters; such as:

- agency news or awards
- community involvement
- advice for local home buyers and home sellers
- fast facts and trivia about popular neighborhoods and developments
- success stories of homes sold and home buyers helped
- tips and resources for local home owners.

This type of content isn't just interesting to home buyers and sellers – it will also attract people who haven't yet decided it's time to make a move. By developing personal connections with your followers, when the time is right, you'll be the local real estate marketing expert they want to work with. Outsourcing your content to one of [Fiverr's email marketing experts](#) could help you fast-track those results.

If you've used email marketing to promote your real estate services, what was the most successful campaign you ever ran? Tell us in the comments below!

Ben Conde

