EMAIL 01 MARKETING



JUST THE FACTS

Email marketing continues to be an effective and important component of a successful marketing strategy.

Here's some important stats (Queue the hype music).

75%

of real estate buyers / sellers EXPECT to receive an introductory email immediately upon submitting an inquiry on your website (think instant gratification).

40 to 1 ROI

Email is **40X MORE EFFECTIVE** at acquiring new customers than social media channels like Facebook or Twitter.

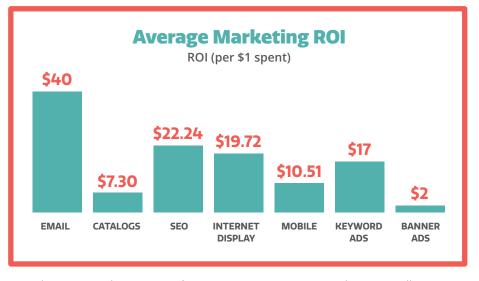
93

of buyers / sellers said they PREFER TO COMMUNICATE with their agent via email. 50% average open rate on introductory emails.

Email gives agents the ability to IMMEDIATELY engage with new leads through email marketing automation, regardless of the agent's availability for a telephone call.



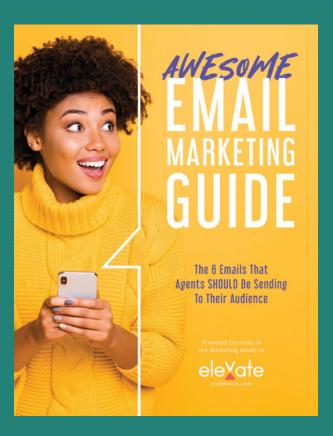
Email marketing for buyer / seller leads delivers 320% MORE ROI than other initial communication.



Data Sources: Neil Patel, Invesp, Sendpulse, National Association of REALTORS(R) Introductory email campaigns from an agent to prospective buyers / sellers generates **4X MORE** opens and **5X MORE** click-throughs than traditional marketing outreach.



GETTING FROM "WHY" TO "HOW"



There are plenty of people who are more than happy to tell you WHY it's important to lean into email marketing, but far fewer will help you through HOW to actually go through with it.

That's where we come in with the 3 STEPS to maximizing your email marketing effectiveness.

If you want to get some additional inspiration for email marketing ideas, click to check out our other email guide on the 6 types of emails every agent SHOULD be sending to their audience.



Check out our other AMAZING marketing guides! tryelevate.com/free_educational_guides



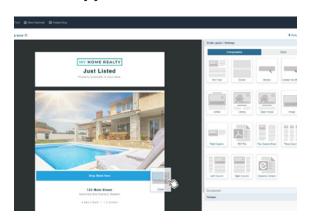


If you think you can run a successful email marketing strategy from your personal inbox you are in for a rude awakening. It's horribly inefficient & you have zero insight into how your hard work is resonating with your audience. Prices will range, but focus first on what the platform offers.

Here are some key components to look for:

EASY-TO-USE EMAIL BUILDER

This seems like a no-brainer, but let me clarify. You want something that is drag-&-drop, "what you see is what you get", and gives you plenty of options for arranging and styling your content the way you want.



CONTACT MANAGEMENT BUILT IN

It doesn't need to be a full-blown CRM (although, having both is nice!), but you need to be able to segment your target audiences, tag leads, include additional information, see past engagement, and be able to easily search.



AUTOMATION BUILT IN

This is huge. Having auto responders and drip campaigns can make or break your success. Your platform MUST have automation built in for one-off auto responder emails, drip campaigns, triggers and notifications based on lead engagement, and intuitive tools to implement into your marketing strategy.

PROVIDES CONTENT & TEMPLATE LIBRARIES

Content libraries that are ready to go with relevant articles, beautifully-styled templates, and plenty of space to store your own graphics and content might seem extra, but it saves SO MUCH TIME!





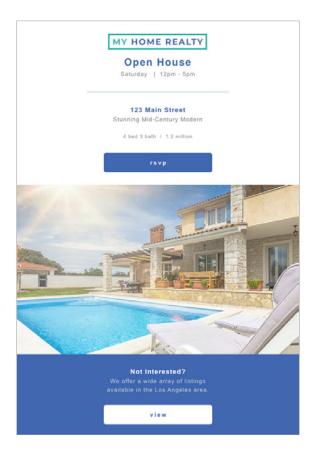
INTEGRATES WITH YOUR OTHER CHANNELS

It's not something you might think about right away, but you will save so much time if all your tech platforms are just... connected. Sending an email that also doubles as a blog post, social media posts, and pulls from lists you have in your CRM? Yes, please! It also makes the automation we mentioned earlier much more powerful.



HAS INTUITIVE REPORTING

Y'all, real talk. What good are your marketing dollars if you don't know if they are working? You know this! Use a platform that TRACKS EVERYTHING! Not just opens and clicks, but who clicked what, how many times, what time of day, and by the way those clicks also triggered a secondary campaign specific to that link. Yeah. THAT kind of reporting. The kind of reporting that does more than just give numbers.



IS REAL ESTATE SPECIFIC

This is more of a bonus, but companies that provide real estate-specific solutions are going to give you an edge over the generic email marketing platforms (I'm looking at you, MailChimp) because they focus on serving one type of industry professional... You.





Sit down and create outlines & flow charts for the types of emails, campaigns, auto responders, and touch points you want to include in your online marketing strategy. HINT: Start small and work your way up! You can always add on to your "foundation".



INSTANT ENGAGEMENT Welcome Emails / Additional Info Auto Responders

These should go out to new leads who are engaging with your brand for the first time, either through a property search, IDX form, lead gen form, or some other lead capture channel.

- 1. Use different messaging for different lead types
- 2. Keep welcome emails simple, one graphic can be enough, with a short message and invitation to engage in other areas of your online presence (provide links, of course).
- 3. Emails providing additional info should be just that, additional information. Don't re-send things they've already seen.

NURTURING CAMPAIGNS Lead Nurture / Re-engagement / Ongoing Drip Campaigns

- 1. Make these specific to your key audiences, not super generic like a newsletter.
- 2. Each touch (or drip) in the campaign should have its own singular focus and CTAs.
- 3. Don't overwhelm with your touches by flooding their inbox. Set expectations for frequency in advance so they know what is coming.



ANNOUNCEMENTS & INVITATIONS New Listings / Recently Sold / Price Adjustments / Open Houses

- 1. Keep these emails singularly-focused
- 2. Include Calls-To-Action / links that readers can click on and RSVP, get more info, or contact you about the listing / event.
- 3. Include more text than images. A common temptation is to load up listing emails with listing photos. Don't do it, this handicaps your deliverability, we'll explain further down below.

ROUTINE EMAILS / AUTOMATED CONTENT Newsletters / Market Reports / Community News

- 1. These can contain multiple content features (articles, listings, news, data, client showcases, etc.)
- 2. Don't make newsletters too long, and avoid lots of graphics. It can be tempting, but it can also hurt deliverability.
- 3. Use Newsletters as a content "catch-all" when starting out. Sending out everything we list here can be a lot, so use Newsletters to make up for listing announcements, testimonials, and other touches.

UPDATES & ANCILLARY

Property Search Alerts / Testimonials / Referral Requests

- 1. Property alerts can be a great conversion tool, and another easily automated option. Be sure your platform provides these!
- 2. Sending out testimonials can (and should) be combined with other content pieces.
- 3. Don't just ask past clients for referrals, you can create contests and reward folks for referring their friends and family to you.

EDUCATIONAL

Tips & Tricks / New Homeowner Advice / How-To Guides

- 1. Folks looking to buy / sell their home will always appreciate free advice, and these are great content pieces that will help position you as a go-to source for all things real estate.
- 2. Don't hard sell in these, include a CTA that invites them to contact you for more information, or get a free home valuation, but save the hard sell for folks who are actively engaging beyond just these education pieces.



A SOLID STRATEGY TURNS GOOD CONTENT TO CONVERTING CONTENT

You may have a lot of great information in your emails, but if your strategy sucks then you're not going to get very far with your ROI... Avoid the wasted time and frustration, proper planning produces peak performance.

SCHEDULE, AUTOMATE, AND DON'T OVERWHELM

It can be easy to get carried away and hit the same audience with 3+ emails a week. Be mindful of how often your audiences are getting your content outside of automated responses. Keep newsletters & market reports monthly, announcements as-needed, educational weekly (at most), and drip campaigns spread out. Use your reports to see if folks are dropping off from too much content!



TARGET THE CORRECT AUDIENCES

You would never want to send new listing emails to a client you just helped purchase a home. Be vigilant in who is getting what content, and only send content to lists / contacts for whom it makes sense. I guarantee leads will unsubscribe if you send them content that is irrelevant to their interests

LOCAL CONTENT REIGNS SUPREME

Local content always gets the most engagement because it provides the most value to your audience. You can speak on a state-wide level, or as small as speaking to specific neighborhoods. People are interested in what is going on around them, so include content that scratches that itch



BEST PRACTICES IN STYLING

There is an entire laundry list of things to do / avoid, and I'm sure I'll be providing a comprehensive guide on that soon as well, but in the mean-time here are some quick and easy tips.

✓ Readable!

NEVER WRITE AN EMAIL OR SUBJECT LINE IN ALL CAPS. And please double check for spelling and grammar issues. This is your online representation.

✓ Stunning Visuals!

Use beautiful graphics and stunning photos, but keep it to a minimum. Entice readers to go to your listing or landing pages with all that glorious content in full.

✓ Maintain Balance!

Try to maintain a "good balance" between text and graphics. Aim for 80% words, 20% images.

✓ Avoid Spam!

Avoid spammy words in your subject line and even the body of your email (there are whole guides dedicated just to that you can find easily online).

✓ Deliverable!

Sending an email that is one single, massive graphic is a HUGE no-no. Trust me, just don't do it, there's so much there that hurts your marketing efforts.

✓ Recognition!

Always include your contact information, make sure all emails have your brand, and never send a marketing email without an Unsubscribe option.

✓ Engage!

Always include something for your readers to engage with in your emails, whether it's a link, a contest, an RSVP / invitation, or any kind of CTA.

✓ Consistency!

Keep your font colors, sizes, and styles consistent. Don't turn emails into a techno-colored eye sore. Stay within your brand colors,



AND FINALLY, THE "NOW!"

What would be an educational guide without a shameless plug?

This guide is brought to you by Elevate, the end-to-end solution that provides everything email marketing PLUS so much more. We're talking an intuitive CRM that manages all of your online lead generation with intelligent email, text, social media AND website campaigns. Check us out today.



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