



AWESOME EMAIL MARKETING GUIDE

The 6 Emails That
Agents SHOULD Be Sending
To Their Audience

Provided Courtesy of
the Marketing Minds at

elevate
tryelevate.com

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EMAIL MARKETING NUMBERS

FUN FACT: Did you know that 'Welcome / Introduction' email campaigns from an agent to prospective buyers / sellers generates **4X MORE** opens and **5X MORE** click-throughs than traditional marketing outreach? **IT'S TRUE!**

75%
OF REAL ESTATE
BUYERS / SELLERS

EXPECT to receive a 'Welcome/Introduction' email immediately upon submitting an inquiry on your website.

50%
OPEN RATE

of 'Welcome/Introduction' emails on average.

320%
MORE ROI FOR
EMAIL MARKETING

for buyer/seller leads than any other initial communication.

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.

43% OF BUYERS/SELLERS

said they **PREFER TO COMMUNICATE** with their agent via email.

40X MORE

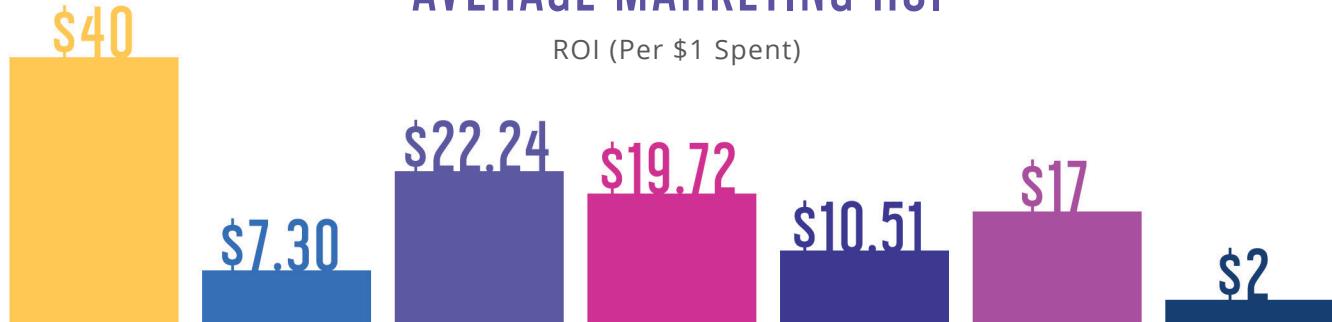
Email is **MORE EFFECTIVE** at acquiring new customers than social media channels like Facebook or Twitter.

40 TO 1 ROI

For every \$1 spent on email marketing, an agent will generate **\$40 IN ROI**.

AVERAGE MARKETING ROI

ROI (Per \$1 Spent)



Data Sources: Neil Patel, Invesp, Sendpulse, National Association of REALTORS®

BENEFITS OF EMAIL MARKETING



Immediately engage with and respond to leads.



Personalize messaging & responses based on trackable prospect behavior.



Target specific individuals or audiences with precision.



Stay top of mind with a larger audience for less marketing dollars.



Adjust branding & messaging instantly, and at zero cost as opposed to print materials.



Automate routine follow-ups, nurturing, and welcome messages.



Identify new leads, hand-raisers, and top-engagers through intelligent analytics.



Free up more time to shake hands and close deals.

THE 6 TYPES OF EMAILS AGENTS SHOULD BE SENDING

**ALWAYS &
FOREVER**



1.

THE 'WELCOME/INTRODUCTION' EMAIL

PURPOSE:

Immediately engage with a new lead who has come in through your website or other lead capture channel. Serves as a professional introduction to you and your brand & provides trackable engagement.

FREQUENCY:

Immediately upon capture of lead [instant gratification].

FUN FACTS:

Welcome emails are 86% more effective than your standard newsletter...Why?

75% OF PROSPECTS are expecting to receive an immediate welcome email.

Any information or call-to-action shared is guaranteed to be engaged with **MORE** than in any other standard email marketing.

Leads receiving a Welcome email on average are **33% MORE** engaged with you over their life-cycle.

TIPS:

Automate this welcome email and accompany it with an automated text to double the impact.

Customize the messaging in each email to speak directly to each specific lead source. (ie. buyer lead, seller lead, general inquiry lead, etc).

Include a call-to-action with your email to move the conversation forward and/or continue engaging lead. (ie. subscribe to my monthly newsletter, register to receive morning report on listings of interest, etc).

MYHOME REALTY

Hello John,

Buying or selling a home can be a daunting experience, so I started this list back in September in order to give my clients the competitive edge that only many years of real estate experience can give you. You can take a deep breath and relax now. You're in good hands.

Having worked in real estate for the past 20 years, I've no only gotten to know this city better than I ever imagined possible, but I also stumbled across the best methods for finding and selling homes here without the usual frustration,

What You Can Expect From My Emails

These daily market reports will keep you up-to-date on the latest price changes and like-properties that come onto the market. You will also receive a bi-weekly newsletter that will teach you everything you need to know about our unique real estate market here in Denver. You'll also get curated reviews of new restaurants, and local news & gossip that can affect your market.

You'll also get sneak previews of hot new listings before they even hit the market!

Anyway, welcome aboard and if you're ever near Folton Street, drop me a line and we can grab coffee and a bagel at Leishman's on me.

Thanks!

2. THE MONTHLY EMAIL NEWSLETTER

PURPOSE:

Share helpful, resourceful information and stay top of mind with active buyers, sellers, past clients and people in your sphere.

FREQUENCY:

1x per month to each audience group. Consistency matters, so make sure you are putting out thoughtful, helpful content every. single. month. without. fail.

TIPS:

Always make a point to personalize your newsletter with a personal message, local events, company announcements or statements about your local market.

Make sure your content suits your audience. Buyers should receive information and call-to-actions subscribe for daily market reports on your website, attend open houses, etc, while sellers should be invited to request CMA's or receive articles about preparing their house for resale.

Don't limit your content to **ONLY** focus on real estate! You need to focus on building relationships with your audience and position yourself as a 'go to' in your community. Address local points of interest, neighborhood snapshots, lifestyle-oriented content and community involvement.

MY HOME REALTY



Can We Still Safely Celebrate Holidays? Yes! Try These Ideas

The holidays don't need to be canceled or minimized - unless you want to use the virus as an excuse to do less, then by all means, you do you if that's the case. If you're still feeling the holiday spirit, you can make this time of year just as special even while safely distanced. Here's how.

[Get Some Inspiration!](#)



TIPS:

A good real estate IDX website / CRM solution (like Elevate) will automate **ALL OF THIS** for your buyer prospects. Seriously. Invest in a solution that will make this happen.

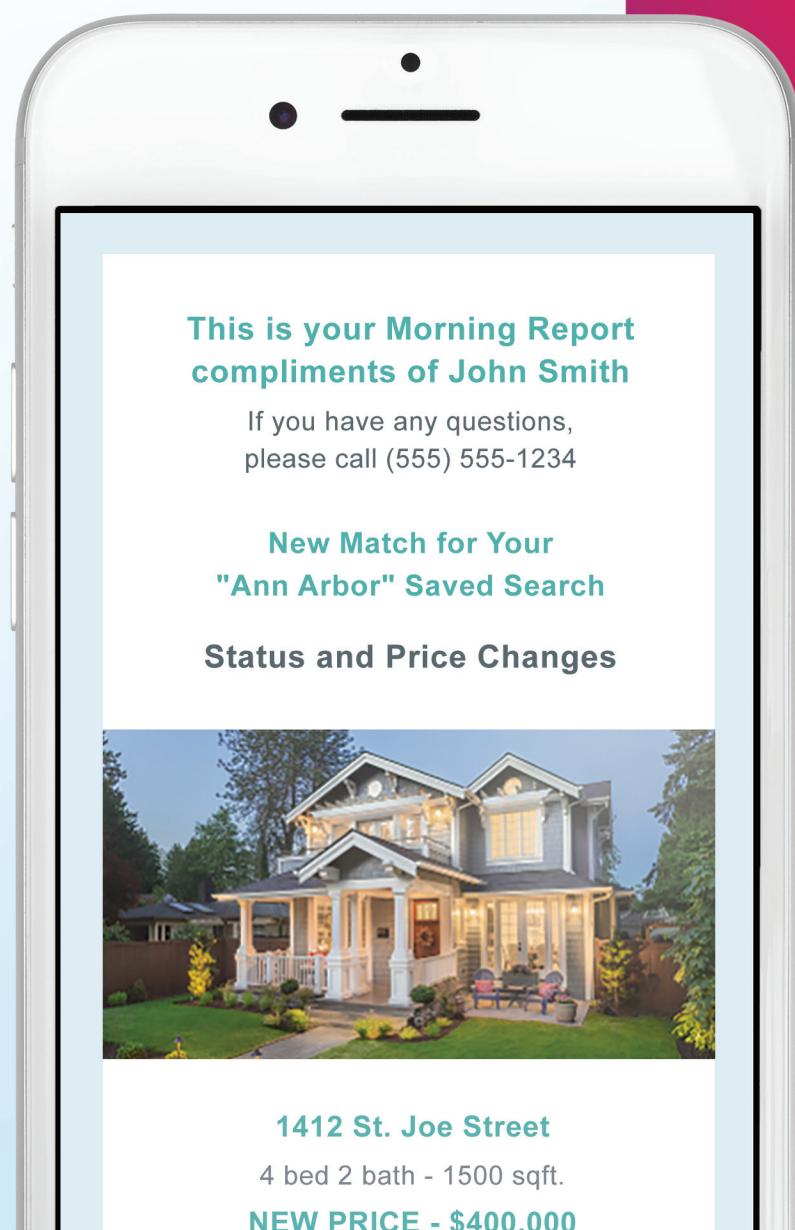
3. THE DAILY MARKET REPORT

PURPOSE:

Provides your active buyers with a daily snapshot of new listings, price adjustments & information regarding their specific search criteria home-buying journey.

FREQUENCY:

Daily (Or, as new relevant data is available)



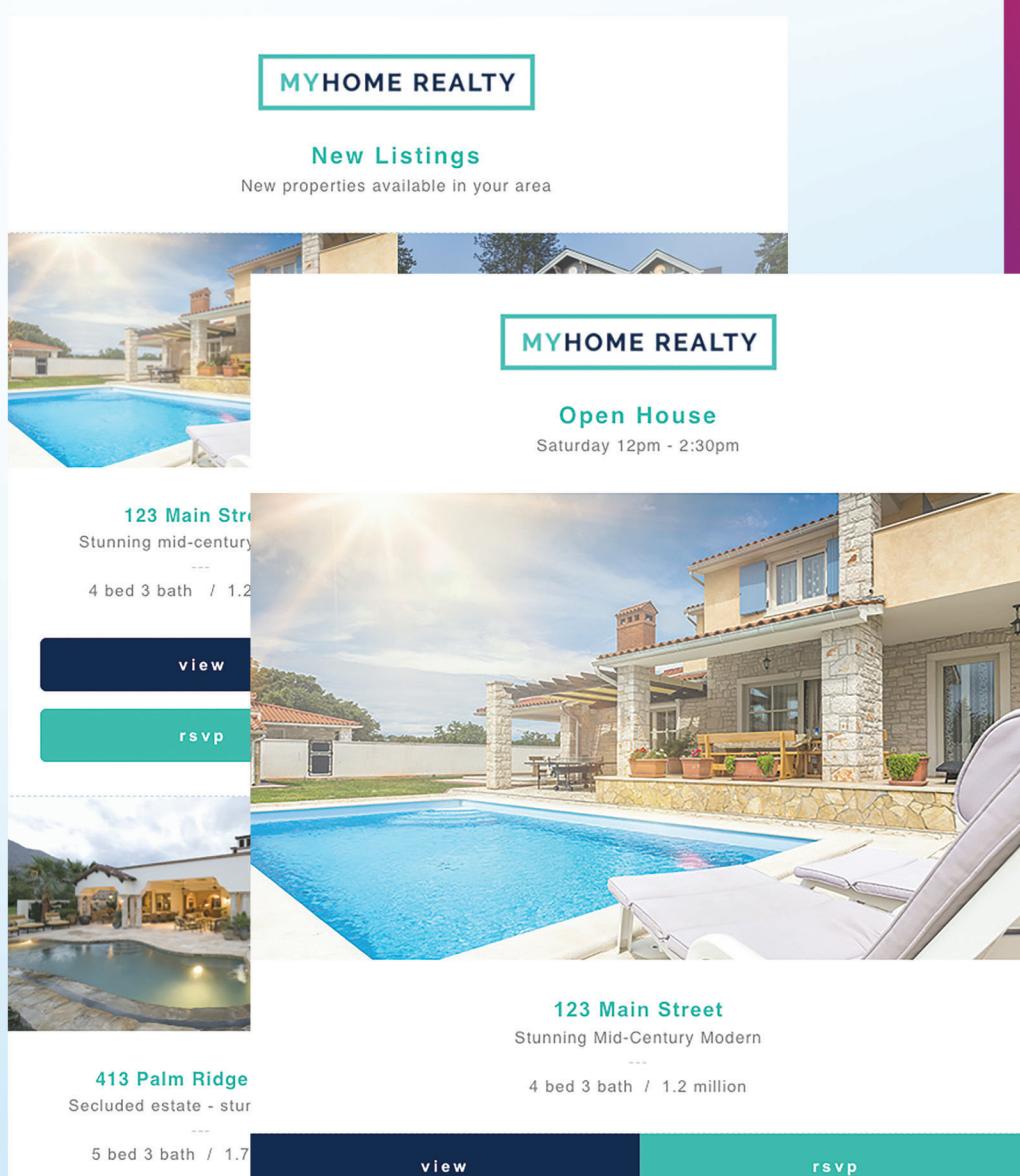
4. OPEN HOUSE / NEW LISTINGS & INVITATIONS

PURPOSE:

Ok. We are grouping more than one type of email here, but the idea here is to keep in touch with your sphere regardless of what part of the sales funnel they are in. Showcase your gorgeous new listing by (1) sending out open house rsvp's for your active buyers, (2) encouraging your friends & family to share, and (3) encouraging referrals. Send out invitations to events at your office to network and create connection. You get the idea...

FREQUENCY:

As needed. Be sure to pay attention to how many emails you are sending in given week / month to various lists.



TIPS:

The engagement with these emails in particular can provide **CRUCIAL** data on who is heating up and ready to raise their hand. It is **VITAL** that you pay attention to your email analytics on these!

DO NOT put every detail in the email in regards to listings. Leave the full-length shenanigans on the MLS, just include a flavorful description of the listing in general and let folks find out about the nitty gritty details when they click on your listing. Keep in mind that a good email marketing solution (like eMerge) will provide you with opens, click-throughs and other key data to track interest.

Make these emails "gorgeous" in the inbox: focus on graphics, client testimonials and more to drive engagement.

DO NOT send these emails to your entire database. Target your emails to those audiences where it makes sense: home buyer leads, general leads, buyer agents, real estate investors, or past clients who have clicked on new listing announcements in your newsletters.

TIPS:

Automate intelligent, thoughtful email campaigns that are specific to your prospect / client's needs. Make sure the communication and call-to-actions they receive are specific to them and are personalized.

Create multiple campaigns that speak to all levels of the sales funnel and / or lead life cycle.

Pay attention to engagement relate to your drip campaigns. This data gives you details as to interest (aka "a pulse check") with your audience and can help prioritize follow-up.

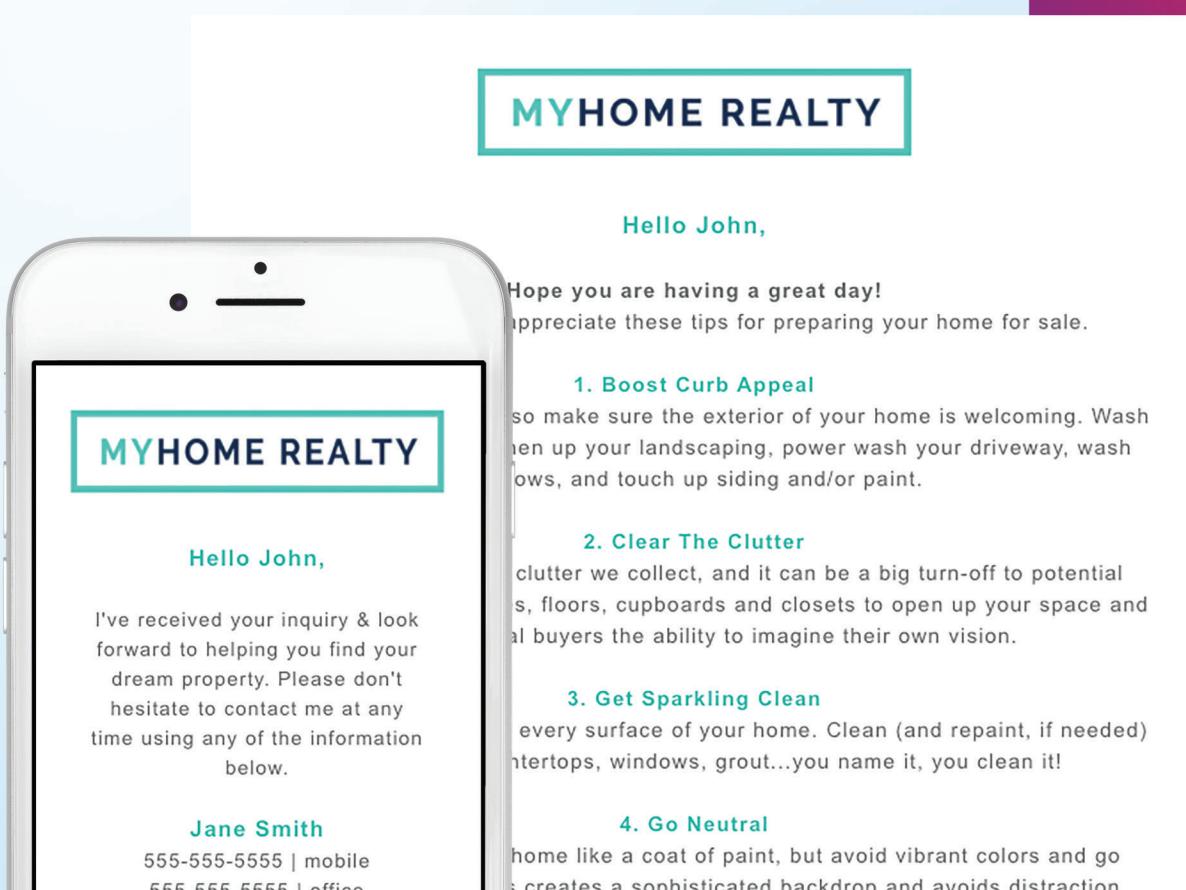
5. AUTOMATED DRIP CAMPAIGNS

PURPOSE:

An automated series of emails, or "touches", that will drip on and nurture your different types of leads based on some action that they, or you, have taken. The goal is to provide additional information, engagement, and value at each of the different points in the sales funnel, for each of your different types of leads.

FREQUENCY:

Depending on the length and content of the campaign, it's better to be more frequent at the beginning and then slow down over time. Look for a CRM / nurture solution (like Elevate) that will provide intelligent, thoughtful touch campaigns and workflows designed to engage, nurture and convert.



TIPS:

Use a good CRM (like Elevate) to automate messages around birthdays, anniversaries, etc.

6. SPECIAL OCCASION OUTREACH

PURPOSE:

Spread the love, touch-base, express gratitude and just...well, foster relationships.

WHAT TYPES OF EMAILS?

Oh...we can go big on this list: holidays, special occasions like anniversary of home purchase, holidays, etc. Maybe something unique is going on in your local community, a special offer that you can showcase from local businesses...how can you touch your audience and nurture the relationship you've worked so hard to build?



JOYEUX NOEL

We want to wish you and your family a safe and joyous Holiday season.
We appreciate your business with MyHome Realty and will hope you will consider
using us when you buy your next house.

*"The holiday season is a perfect time to reflect on our blessings
& to seek out ways to make life better for those around us."*

- Terri Marshall

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MYHOME REALTY

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elevate
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EMAIL MARKETING TIPS FROM THE PROS AT ELEVATE



MAKE SURE YOUR EMAILS ARE MOBILE-FRIENDLY!

Almost 90% of your prospects are checking their emails on their phones. Use a platform that supports mobile-responsiveness.



OPTIMIZE YOUR EMAIL LAYOUTS.

Make sure your branding looks professional and attractive while maintaining a balance with text to support inboxing.



USE A SOLUTION.

Use a solution (like eMerge) that will track and report **EVERYTHING** that's happening in your emails (opens, clicks, etc).



YOU BE YOU!

Don't be afraid to let your personality shine through! Your audience wants to see and know **YOU**.



PROVIDE OPPORTUNITIES TO CONVERT.

Provide plenty of opportunities for people to convert into leads through sign-up forms, gated content, and registration forms. Always ask yourself: How can I move people to the next phase of the sales cycle?

BONUS CONTENT

STAY TOP OF MIND DURING THE HOLIDAYS



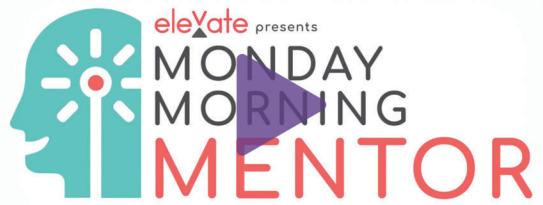
LEAD GENERATION SECRET SAUCE (FREE DOWNLOAD)

Your **FREE GUIDE** is packed full of easy-to-implement tips, tricks & strategies, an overview of how Elevate's lead generation technology does 90% of the work for busy real estate professionals, and a bunch of special offers to jumpstart your online lead generation.

tryelevate.com/leadgenguide



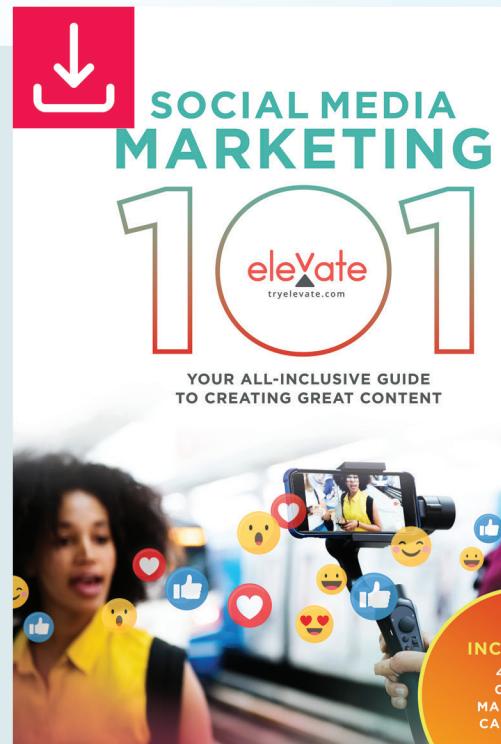
6 TYPES OF EMAILS YOU NEED TO LEVERAGE



SOCIAL MEDIA MARKETING 101 (FREE DOWNLOAD)

Download this **FREE GUIDE** and get the tips, tricks, and strategies from the pros to elevate your social media marketing content today! Our guide includes 4-month content marketing calendar.

tryelevate.com/socialmediamarketingguide



MORE ELEVATE FREEBIES FOR YOU!



FOR AGENTS:

SCHEDULE YOUR FREE ONLINE MARKETING AUDIT

Schedule your one-on-one walk-through with an Elevate Success Coach. We'll look at all of your current social media marketing, email campaigns, CRM and more and offer tips, tricks and suggestions for improvement.

tryelevate.com/socialmediareview



FOR BROKERS:

REQUEST YOUR FREE GAP ANALYSIS

Request your **FREE** Gap Analysis with the Elevate Brokerage Development Team to see how you can provide comprehensive, competitive marketing tools and technology for your agents.

boss.tryelevate.com



FOR EVERYONE:

FREE DAILY MARKETING TIPS TO YOUR INBOX

Want **MORE** great marketing tips? Subscribe to receive **FREE** daily marketing tips direct to your inbox from the marketing masterminds at 3sixtyfive.agency, our full service creative and digital marketing agency.

3sixtyfive.agency

elevate
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