



# Guide to Custom Email Marketing Campaigns

People are bombarded on all sides today with salesy, custom-designed emails. These emails are often stock messages that aren't relevant, making it easier for recipients to delete emails instead of read them. When it comes to email marketing, basic is better. Make your emails short, concise, and personal to buyers or sellers. Showing value with your email messages will help you nurture your contacts and stay top of mind.

## **Subject: Want additional info about that home?**

Hi [first\_name|proper],

How's your afternoon? I just wanted to let you know that if you come across a property that peaks your interest, let me know. I can send you some additional insight about the property that sometimes isn't even publicly available. Or, if there's a home you want to see in person, we can come up with a time to take a look at it.

All the best,

[sender\_name|proper]

## **Subject: Questions? Ask Away!**

Hi [first\_name|proper],

Before the day got away from me I wanted to connect with you to see how your home search is going. Have any questions about a specific property or the buying process in general?

Ask away and I'll be happy to help!

[sender\_name|proper]

Sent from iPhone

## Subject: Can You Do Me a Favor?

Hi [first\_name|proper],

I just got off the phone with someone asking me to make some edits to their new listing alerts. It reminded me that you were also receiving similar alerts so I figured I would check in. Are the properties you're receiving matching your interests? If not, just let me know. It only takes a second to adjust. That way, you can focus on seeing the best homes without having to wade through listings not of interest.

Hope you have a great day!

[sender\_name|proper]

Sent from my iPhone

## Subject: I'm a little embarrassed

Hi [first\_name|proper],

A few weeks ago you reached out on my website. I'm a little embarrassed because we haven't been able to connect yet. Making sure all your needs are met is important to me so if we've missed the mark somewhere please let me know.

All the best,

[sender\_name|proper]

Sent from my iPhone

## Subject: Just Checking In

Good Morning [first\_name|proper],

I had a few minutes and thought I'd check in. Do you have any questions I can answer about the home buying process? I have some free time today to chat, if you'd like.

All the best,

[sender\_name|proper]

Sent from my iPhone

## Subject: Access to Hidden Homes

Hi [first\_name|proper],

I know you've been searching homes for a while so I wanted to give you a quick tip that might help. Most people think that when searching online they are seeing "all" homes for sale. That's simply not true. In fact, a large number of homes sell without ever making it to a public search. As an agent, I can get you access to this list of "hidden homes." Let me know if you are interested and we can chat more about it.

All the best,

[sender\_name|proper]

Sent from my iPhone

## Subject: Just let me know

Hi [first\_name|proper],

In my last email, I mentioned getting access to the "hidden inventory" of homes that are for sale. I didn't hear back and thought I would reach out again to see if you are interested. I want to make sure I'm providing you with all the resources so you can see the broadest selection of homes that fit your needs.

Look forward to hearing from you!

[sender\_name|proper]

----- Forwarded message -----

>

> Hi [first\_name|proper],

>

> I know you've been searching homes for a while so I wanted to give you a quick tip that >might help. Most people think that when searching online they are seeing "all" homes for sale. >That's simply not true. In fact, a large number of homes sell without ever making it to a public >search. As an agent, I can get you access to this list of "hidden homes." Let me know if you are >interested and we can chat more about it.

## Subject: Need some space?

Hi, [first\_name|proper],

I know timelines for buying a home can vary. The last thing I want to do is bug you but I also want to be there to answer your questions and be a resource for your home buying needs. So just let me know if your timeline for buying a home has changed or if you are ready to start touring a few properties.

All the best,

[sender\_name|proper]

## 75 Days After Signup: We haven't been able to connect!

Hi [first\_name|proper],

I hate we haven't gotten a chance to connect. Like I mentioned before, I understand that the homebuying process can sometimes take a while. So feel free to continue to use my site as a resource. And if you ever need some additional insight on a property, or have any questions about real estate, give me a call or send an email. I'm always happy to help. No strings attached.

All the best,

[sender\_name|proper]

Sent from my iPhone

## Subject: It's been a while!

Hi [first\_name|proper],

How are things? Your name popped up the other day and I thought I would reach out. I can't believe it's been a few months since we last connected. Did you ever make a move on buying a home or are you still shopping? Email me or give me a call so we can catch up.

All the best,

[sender\_name|proper]