



## Effective Email Marketing: The Wrong and the Right

We use Email Marketing to promote your New Listing, Open House and Price Adjustments. We'll design a Personalized Email Flyer with links to our websites, video tour, photo gallery, and any other important content. This means we can reach more people, more times and faster. Furthermore, we use Google Analytics tracking to determine your exact response rate. This feature can help us refine and tweak your campaigns for maximum results.

Once upon a time, marketing your home was handled in simple ways that involved regular mail, paper promotions and word of mouth. Simply hanging a flyer in your office window and sending postcards to your prospects was enough to provide a consistent stream of inquires, but times have changed dramatically.

In our minds there are 2 types of Buyers – Hard and Soft. 1) Hard Buyers are pre-qualified, actively looking to purchase in the 60 days in your area. 2) Soft Buyers have not talked to loan officer and are only thinking about purchasing sometime in the near future. Our marketing plan is primarily focused on Hard Buyers.

We maintain an Email list of approximately 12,000 Dallas and Frisco area buyers agents and Realtors® that hold the Accredited Buyer's Representative (ABR®) designation. Why is this list so important? This is where we find a vast pool of ready, willing and able candidates to purchase your home. We also market to local HR departments and relocation companies.

You would think this would be a fairly simple process that almost any agent can do. The fact of the matter is that most agents **claim** that they do email marketing, but think about this – are they doing it effectively and is their database targeted and current? How many email blasts or how much email marketing have you received from agents **using their own email account?**

**We NEVER send an Email Blast with our regular email account.**

It is extremely easy for email blast messages to be caught as spam. If that happens, it can cause major problems for you and your potential buyers, often resulting in no email to or from our company. The last thing we want is to have all of our normal email go straight into your customer's junk box, or worse yet, be blocked from delivery. This is just one example of many mistakes most agents make when it comes to email marketing.

When done properly and integrated with a well designed web site, Email Blasts are an effective tool to keep your message in front of your potential buyers.