EMAIL MARKETING WORKSHEET FOR REALTORS®

Send the perfect email marketing campaign by utilizing this worksheet during the creative phase.

Where to begin.

The purpose of an email campaign can vary among real estate professionals. For example, you may want to stay top of mind with past clients, follow up with prospective leads, or maybe just share some recent news about your business. Regardless of the message you choose to share, it is best to start with a solid purpose and the ability to answer the basic questions below.

Can you answer these questions?

When in the creation phase of your campaign, ask yourself:

⇒ **Who am I creating this for?**

⇒ **What is my message and purpose?**

⇒ **When should my message be delivered?**

Ask yourself

WHO

WHAT

WHEN

Did you know.

- An average of 200 billion emails are sent a day.

- 56% of emails sent are marketing related.

- 91% of consumers check their emails a day.

- 23.63% of emails are opened within the hour of being received.

  source vero.com

WHO.

This is your audience, or the group of people which you are sending your message too. In your email contact system, it is best to split up your contacts into list, also known as segments, based on the reasons why you contact them. Use list titles such as "Potential Leads", "Past Clients" and "Industry Contacts." By doing so, you will be able to select your audience based off your list and specifically tailor your message to meet their needs.

WHAT.

Now for some fun, the creation of the message—otherwise known as the content. The saying "content is king" holds true to email marketing. Since we all have individual writing styles, the most important thing to consider when creating your message is; why would your audience what to read this? Once the content of the email has been created, use this check list to make sure that your message is up to industry standards:

☐ Provides value to the reader	☐ The content matches your goals	☐ Allows for feedback from the reading
☐ Tells the reader what to do next	☐ Your email is mobile friendly	☐ Your grammar and spelling is correct
☐ Shows that you care about the reader	☐ Shows your brand throughout	☐ Your contact information is included
☐ Makes the reader feel exclusive	☐ Talks with the audience not at them	☐ Your text speaks, not your photo
☐ Is timely and relevant	☐ Your material links to a proper landing page	☐ The pre-header space was used with branding material
☐ There is a call to action	☐ References your social media	☐ IS ENGAGING AND HAS A PURPOSE

THE SUBJECT LINE.

Do.	Don t.
⇒ Keep it short and sweet	⇒ Use spam y language or be mysterious
⇒ Provide reader benefit or properly shares the purpose	⇒ Avoid using special characters like !, *, %, and :)
⇒ Add personalization when it is a small list	⇒ Make it about you
⇒ Make sure the From Address is recognizable	⇒ CAPALIZE EVERYTHING
⇒ Include a call to action or ask a question	⇒ Attempt to sell something or yourself
⇒ Create multiple subject lines to test out different language	⇒ Create misleading subject lines

EMAIL MARKETING

WHEN.

Here is where the science comes into play. When sending an email campaign, timing could be one of the main factors between open and delete . There has been a large amount of data collected over the years on the science of email marketing. From this data, statistics which highlights the best time to send a campaign have been discovered. Check out some current facts about when to send your campaign below.

Finally, the HOW.

The use of a content calendar and content planner are great tools to ensure your email marketing efforts are well rewarded. A content calendar is a calendar with your content preplanned and scheduled. For best practices, make the monthly schedule the same so your audience knows when to expect your message. Reference the example below while creating yours.

M.	T.	W.	TH.	F.
x	Who: Potential Clients What: 10 New Market Trends When: 10 am	x	Who: Past Clients What: A thank you note and a referral request When: 8 am	x
M.. x	T. x	W. Who: All contacts What: Monthly newsletter When: 12 pm	Th. x	F. x

WHEN should you push send?

TUESDAY - THURSDAY

Best date range to send an email campaign

- - - - - - - - - - - - - - - -

8 AM - 2 PM

The time frame in which emails are most opened

- - - - - - - - - - - - - - - -

Other useful industry statistics.

13.89% - 29.36%

Average open rate variances

- - - - - - - - - - - - - - - -

1.5% - 4.79%

Average click through variances

- - - - - - - - - - - - - - - -

.10% - .25%

Average unsubscribe variances

Publish date:

Publish time:

Who is the audience:

What is the purpose:

Subject line1:

Subject line2:

Headline:

Call to action:

Body of email:

Closing section:

Email links to:

Picture will be of:

Picture links to: