

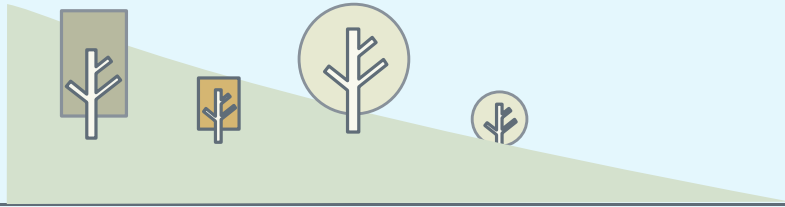
Email Marketing For Realtors

The Power of the Inbox

Tips and Tricks for Successful Email Marketing



Matt Ward



Authorized Local Expert, Constant Contact



matt@inconcertweb.com



facebook.com/inconcertweb



[@webresults](#) [@inconcertweb](#)



Sponsor



David Rocheford Attorney @ The Best Closings

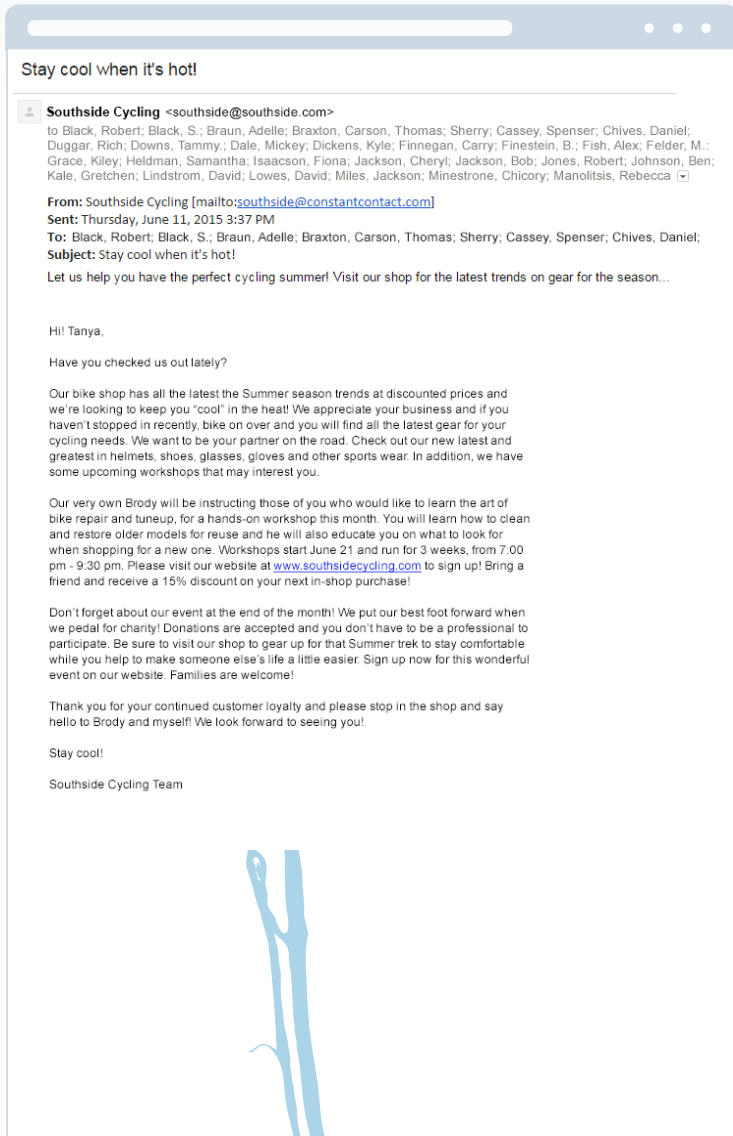
We specialize in providing smooth, efficient closings for your clients. We guarantee it!





First impressions
matter.

Should your first impression be this:

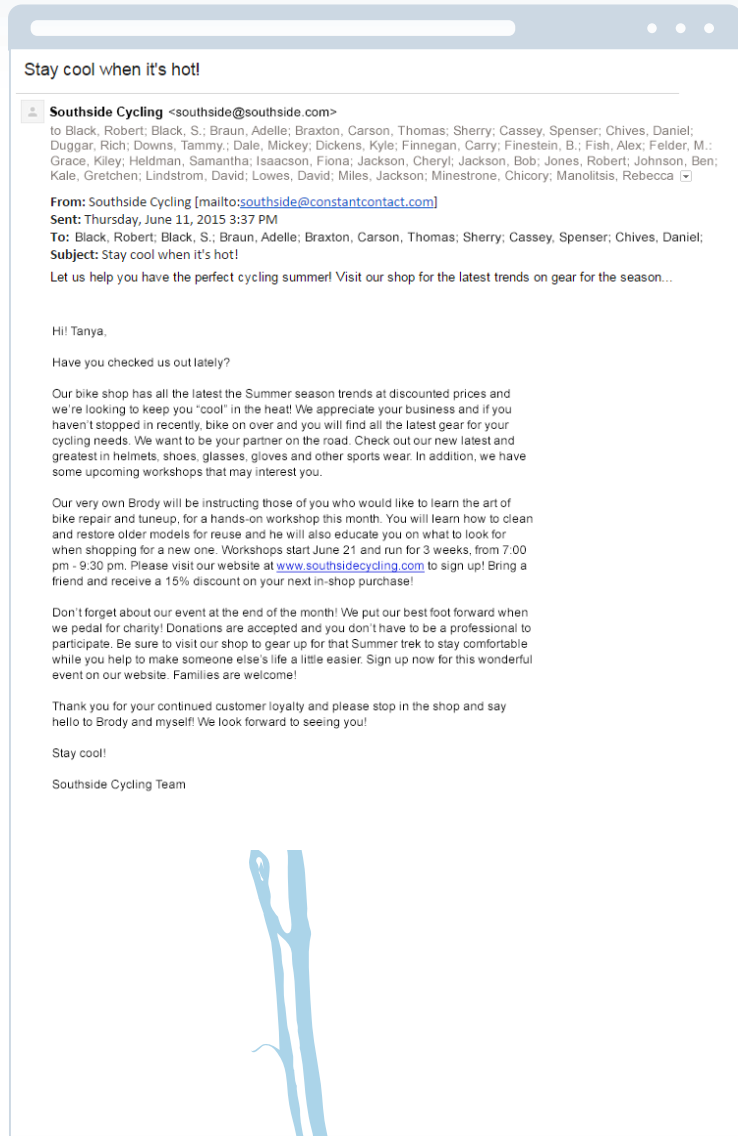


Or this?

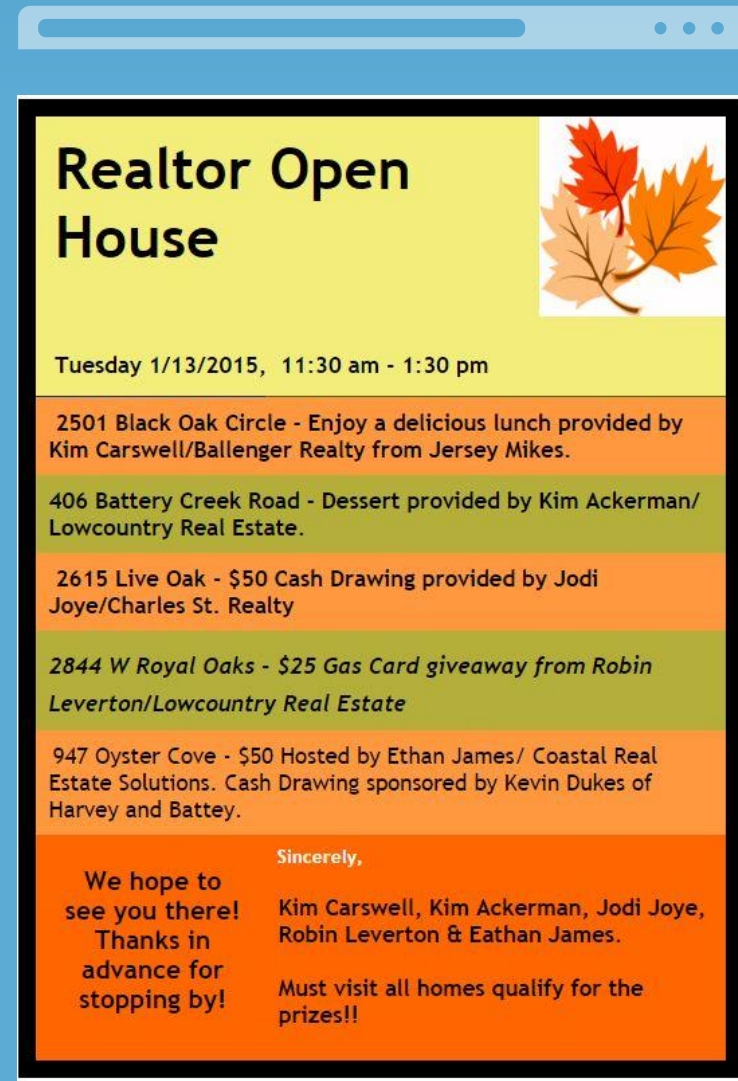




Should your first impression be this:



Or this?





What is email marketing?

Delivering professional email communications...

to an interested audience...

that looks great in any inbox!

Summer trends in cycling so you don't have to break a sweat!



SOUTHSIDE CYCLING

SUMMER TRENDS IN CYCLING



Hey guys—it's summer at last and your partner on the road wants to make sure you're ready for riding! Stop by to see the latest trends and what's going to be big on two wheels this season. See you soon!



[VISIT OUR SITE](#)

Upcoming Events
Take a class with Brody on bike repair and tuneups. Learn how to clean and restore older models for reuse and what to look for in new models.
Workshop: June 21, 7:00 pm-9:30 pm
[Visit our site for more details and to sign up](#)



— the —
GRAFTON INN
GRAFTON, VERMONT



This Weekend: First Annual Bike & Brew

It's exactly what it sounds like, and then some. The first-ever Grafton Ponds Bike & Brew Festival will feature live music, swimming and fun events to spice up a day with a variety of group rides, and yes, beer. Harpoon Brewery and Citizen Cider head up the tasting tents, with snacks from Vermont Peanut Butter on hand nearby. **The fun begins on Saturday, August 22 at 10 am** with a beginner mountain bike ride and continues to the early evening with more rides, a Huff Toss, a terrain park jam, and events for kids, too. Just pick up your ticket when you get there. See you on the trail! [Full Schedule >](#)

Two Late Summer Specials

Reminder: Late Fall Early Birds, Book Now!
Book a late fall stay before August 31, 2015, and your two consecutive night stay in any room is just \$280; in any suite, \$360. Additional consecutive nights may be added for \$140 for a room, or \$180 for a suite. As always, your rate includes your accommodations and breakfast.

This offer is good for arrivals October 25-December 21, 2015, excluding November 6, 7, & 26 (based on availability). Priced for 1 or 2 guests per room. No other specials, existing reservations, or discounts may be applied. Does not include tax or gratuity.

Call 802-265-6839 or [BOOK ONLINE](#)

Pajama Program

1 Million Good Nights Pajama Program

JOIN THE MOVEMENT!



Thank you to everyone who gives to Pajama Program throughout the year.

GREAT VACATION RETREATS



Book your vacation now and stay anytime at *select vacation rentals in Poipu on the south side of Kauai between April 9th and June 25th, 2015 and receive every 3rd night FREE!

Kauai Vacation Special
Every 3rd night is free!

[CLICK HERE TO VIEW](#)

Containing information the recipient finds valuable...

camp unleashed®

Want to put a smile like this on your dog?



Last chance to sign up for May 29- June 1 camp in the Berkshires!

Morning, afternoon and evening walks and hiking, agility, tricks classes, swimming, clicker training, dock diving, scent games and freestyle fun!

Try a water tricks class with clicker trainer Erica Etchason from Canine Water Sports or move to the music with Jenn Michaels from SassyT Canine Academy. Share the fun of relaxing and playing together with your dog doing as much or as little as you would like.

[Visit our website more details... Register now!](#)



Register now for Camp Unleashed!
(Hurry, remaining spots are filling up!)
Interested but have some questions? Call us today at 518 781 0446!



The screenshot shows the Cotton Clouds website interface. At the top left is the logo for Cotton Clouds, celebrating 32 years. A navigation menu includes Home, Yarns, Kits, Patterns, Books, Tools, Spinning, and Specials. The main header area features the text 'Cotton Lover's E-News celebrating the natural fibers you love' and the date 'June 25, 2015'. The central focus is a large blue banner for a 'Summer Towel SALE'. Below the banner are several images of colorful towels and a blue starburst graphic that says 'Free Ship Kit Sale'. A circular button on the left says 'Click HERE to learn more'. Below the images, a text bar reads 'Kit orders \$80+ Use Code FreeShip80 Sale Ends July 1, 2015'. At the bottom of the banner area, it says 'Free Shipping to 48 US States; all other addresses receive 10% off order total before shipping'.

What can it do for *your* business? Boost **repeat business**.

“Every time I send out an email, I get a sale in 15 minutes. Overall, I get up to four times as many sales with these newsletters than I did with my old ones, and they’ve gone from about \$50 per order to \$100.”

- Irene Schmoller, founder [Cotton Clouds](#)

Order Now! Sale Ends July 1, 2015

Use code **FREESHIP80** at checkout to receive free shipping on your next towel kit order of \$80 or more.



mid-century MODERN newsletter
Brandon Stewart - A Realtor for the Design Community

Table of Contents
Renard Residence
House Mecano
Putting Up Fences
Points of Contention
Just Sold!

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Richard Neutra
Cliff May
Live Modern
Atomic Ranch
Dwell
Modernism Magazine
Mid-Century Modernist

Event Links
Dallas Museum of Art
Kimbell Art Museum
Fort Worth Modern
Architecture Happy Hour

The Renard Residence
by Plastolux
The Renard Residence is a stunning and carefully planned mid century home for sale in Hollywood Hills. When Julius Renard first visited the property he found a residence designed by architect Richard Dorman which was in pretty bad shape and had gone through some "improvements" since its build in 1959. Renard saw the potential in the home and look at it now. I really don't need to run down the list of amazing MCM features. Visit the listing to learn and see more.

What can it do for *your* business? Create and **increase awareness.**

“The emails are an important reinforcement of brand. I get calls from people I’ve never met all the time. They get the newsletter, or a friend of theirs gets the newsletter, and they know I’m the person to call. It really helps establish credibility upfront.”

- Brandon Stewart, realtor at [David Griffin & Company Realtors](#)



Allegria Spa
PARK HYATT BEAVER CREEK®



Summer
Spa
Savings

Enjoy a 50 minute Swedish Massage
OR 45 minute Custom Facial for \$125
(originally \$150)

10% discount on all other spa services

10% discount excludes hair and nail salon. Offer expires on September 7,
2015 and cannot be combined with any other promotion or discount.

Open Daily

Gym 6:00am-8:00pm | Aqua Sanitas 8:00am-7:00pm
Spa and Salon services 9:00am-7:00pm

Allegria Spa | Park Hyatt | 100 E Thomas Place | Beaver Creek | CO
| 970-748-7500 | www.allegriaspa.com |

What can it do for *your* business? Drive revenue and profit.

“It has definitely been the easiest way to reach people. If we have a slower day and know that we want to reach local people, we can create a quick email and will get at least a few calls right away.”

- Christine Copertino, spa director for Allegria Spa



You need to harness the **power of the inbox.**
Are you ready?



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 - a. Grow a healthy list
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 - e. Tracking your results
3. Putting it all together



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Q: What is the #1 app on cell phones?

A: Email

More than half of all emails are opened on a mobile device

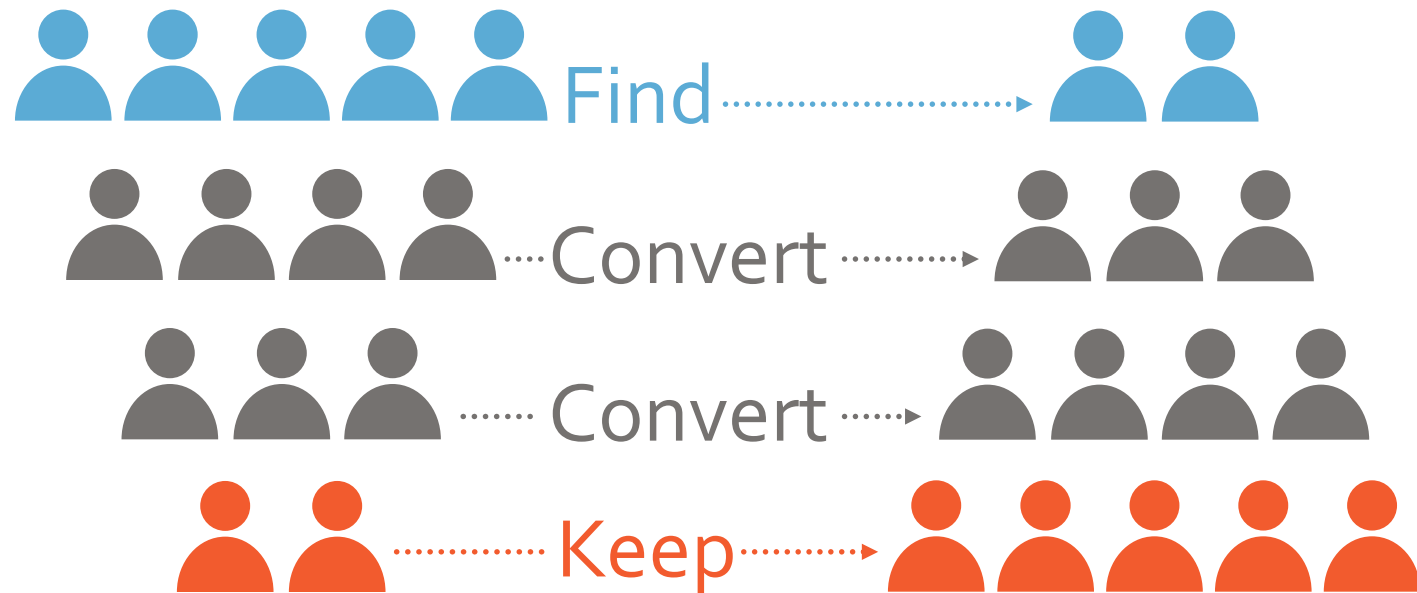
More people own a cell phone than own a toothbrush!





Marketing has changed.

Marketing **then.**



Marketing **now.**

People read it

88% regularly check email on their smartphones (more than social media or videos)

91% of people check their email daily

Email is reliable

Email gets delivered **90+%** of the time; (Facebook posts reach just **2%** of fans)

Email works

Email marketing has **3x the conversion** rate as social media

For every \$1 spent on email marketing, there is **a \$44.25 average ROI**



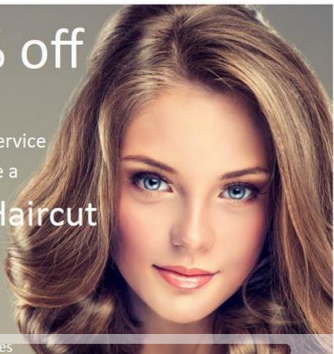
Email Marketing automates best practices for you - and makes you look great!

- Provides beautiful, mobile-responsive, easy-to-use templates
- Reinforces brand identity
- Emails addressed to recipient only
- Manages lists – adding new subscribers, handling bounce-backs, removing unsubscribes
- Ensures email delivery, tracks results and obeys the law

Limited time offer!

25% off

a Color or Highlight service and receive a **Free Haircut**




Offer expires

HAPPY HOLIDAYS FROM BASIL TREE!


Holiday gifts just got easier! Send a Mini Dessert Platter to clients or coworkers this holiday season.

small, serves 10-15, \$44.99
medium, serves 20-25, \$89.99
large, serves 25-30, \$112.99

Platters come decorated with mini candy canes, a bow and a sticker with a greeting from you/your office. We'll deliver to any business, hospital or university in Boston, Cambridge, Somerville or Medford. \$50 delivery minimum, \$15 delivery fee.



DONATE TO MTW



IT'S BETTER TO GIVE THAN GIVE UP.

CELEBRATING 10 YEARS OF GROWTH **MORE THAN WORDS**

This holiday season, consider supporting **More Than Words** as we ring in **another decade** of **growing stronger, growing smarter, and transforming the lives** of even more youth.

With much gratitude,
The More Than Words Team

www.MTWyouth.org **SEE OUR 2014 ANNUAL REPORT**

More Than Words Bookstore & Café
376 Moody Street
Waltham, MA 02453
781-788-0035


More Than Words Warehouse Bookstore
242 E. Berkeley Street, 2nd Floor
Boston, MA 02118
781-788-0035

More Than Words empowers youth who are in foster care, court-involved, homeless or out of school to take charge of their lives by taking charge of a business.


Summer trends in cycling so you don't have to break a sweat!

SOUTHSIDE CYCLING
EST 2002

SUMMER TRENDS IN CYCLING



Hey guys--it's summer at last and your partner on the road wants to make sure you're ready for riding! Stop by to see the latest trends and what's going to be big on two wheels this season. See you soon!



VISIT OUR SITE



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Growing your list is all about *how* and *where* you ask.

And yes, you have to.

How to Ask: The importance of permission

Get express consent

Ask for permission to send them email

Be straightforward

Let them know what content to expect & follow through

Offer opt-out

Include the option to unsubscribe in every email

Respect privacy

Post your privacy policy – it adds credibility

Don't overwhelm

Respect the privilege of communicating & plan strategically

Follow Compliance Guidelines
(CAN-SPAM, CASL etc.)

- Clear & obvious permission on your sign up form
- Clearly identify the person, business or organization
- Include a valid mailing address & phone number, email or web address
- Inform them that they can unsubscribe any time
- Have a process to record express consent

Where to Ask: Everywhere you're online

Building Aspirations website homepage. The header includes the logo and navigation links: HOME, MARK MIKELAT, SPEAKING, SERVICES, BLOG, OFFERS, CONTACT. A newsletter subscription prompt is visible. The main content area features social media sharing icons, the text "SOCIAL MEDIA MARKETING CONSULTING" and "MARKETING FOR SMALL BUSINESS", and a list of services including "EMAIL MARKETING". A call to action for the "Email Marketing Video Success Series" is present, along with a "Join our Email List" button.

1

Building Aspirations website newsletter sign-up page. The heading is "Subscribe to our email newsletter". The text describes the "Email Marketing Video Success Series" and lists three benefits: "1. Small business friendly", "2. We can work with your budget", and "3. Great strategies to increase sales". A "Subscribe" button is highlighted with an arrow. Below the sign-up form are three icons representing the benefits: a storefront for "Small business friendly", a stack of coins for "We won't bust your budget", and a bar chart for "Results focused".

2

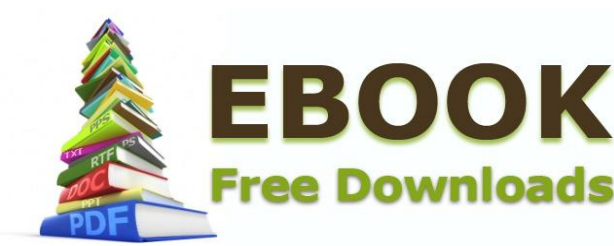
Building Aspirations email newsletter. The header includes the logo and the text "Building Aspirations". A "Welcome!" banner is present. The main content area starts with "Dear Bria," followed by a thank you message and a call to action: "To start providing you immediate value, here is [video 1](#) in the Email Marketing Tips Video Series. Remember to keep an eye out for our newsletters, including the other 9 videos in the Email Marketing Tips Video Series." Below this is a note about unsubscribing and a photo of Mark Mikelat. The footer includes contact information: "email: mark@buildingaspirations.com", "phone: (562) 883 2734", and "web: <http://www.buildingaspirations.com>".

3

Realtor Lead Magnet Ideas



Avg of **55** days on market



Homebuyers' Guides

Relocation Packets

Property Market Analysis

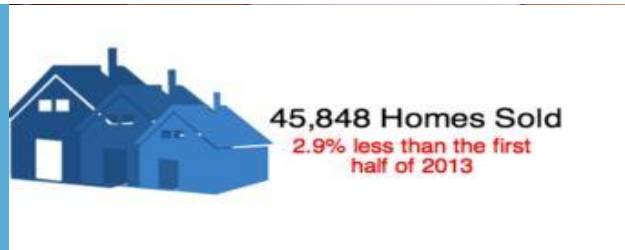
E-Books: Landscaping, Remodeling etc

Home sellers' Guides

Neighborhood Market Reports

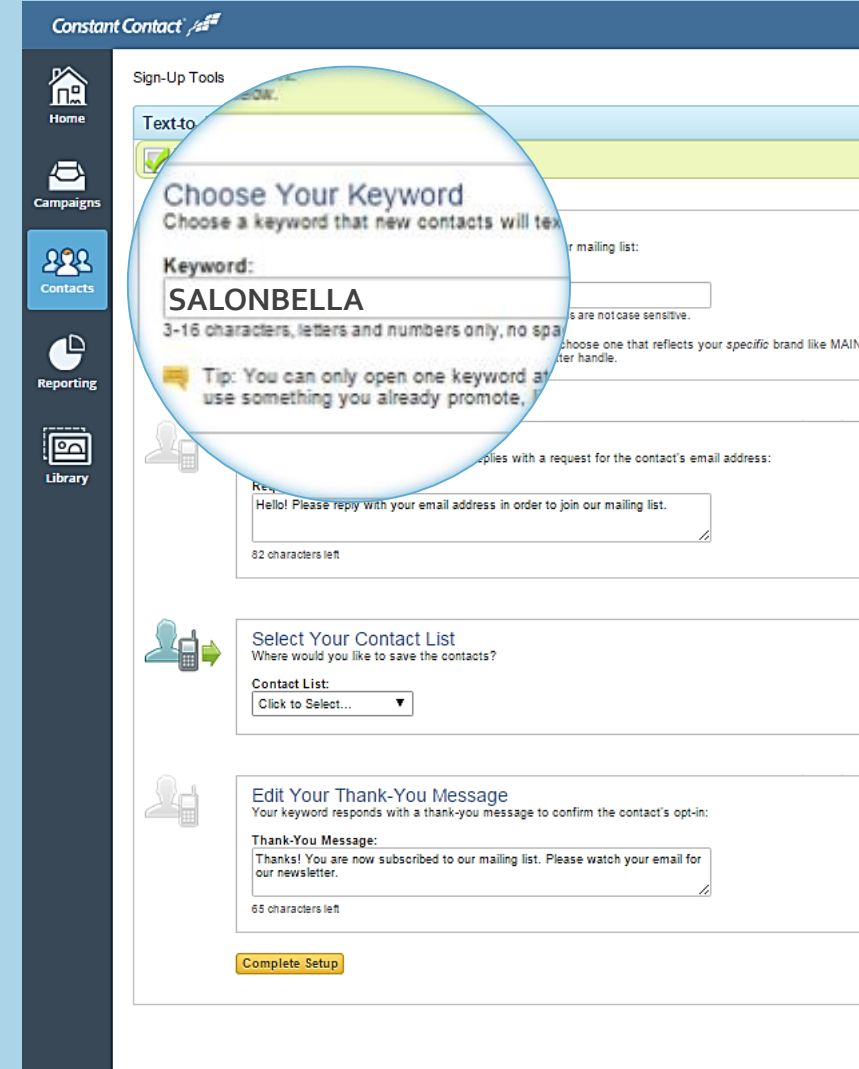
How To: Increase Curb Appeal

Many other How To, Ebooks & Guides





Tip: Use Text-to-Join to collect contacts





Don't forget - give them a **reason** to join your list *and* let them know when to expect it.

Ongoing education related to the industry

How To Tips for Improvements and increasing value

Investor First Look

E-book, whitepaper, guide

Updates on your business and team

Friends & Family referral programs

The **#1 reason** for an unsubscribe is irrelevant content.



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Focus on being relevant

Figure out how much is “enough”

Turn questions into content

Images are content too

It's not always about you.
It's about what you know, or what you have access to.



Write for your audience, not for *you*.




camp
unleashed®

Want to put a smile like this on your dog?



**Last chance to sign up for
May 29- June 1 camp in the Berkshires!**

Morning, afternoon and evening walks and hiking, agility, tricks classes, swimming, clicker training, dock diving, scent games and freestyle fun!

Try a water tricks class with clicker trainer Erica Etchason from Canine Water Sports or move to the music with Jenn Michaelis from SassyT Canine Academy. Share the fun of relaxing and playing together with your dog doing as much or as little as you would like.

[Visit our website more details.](#)
[Register now!](#)





Write for your audience, not for *you*.

38%

Unsubscribe if it's boring

32%

Send it to spam if it's irrelevant



How much is enough?

3 pictures or less

...or, if you're a triathlete, look forward to this summer in Grafton.

Miles of Mountain Biking
Ride to your heart's content (Grafton opens 7 days a week starting June 22), join a Mountain Bike Camp for Kids or our first ever Bike and Brew Fest.

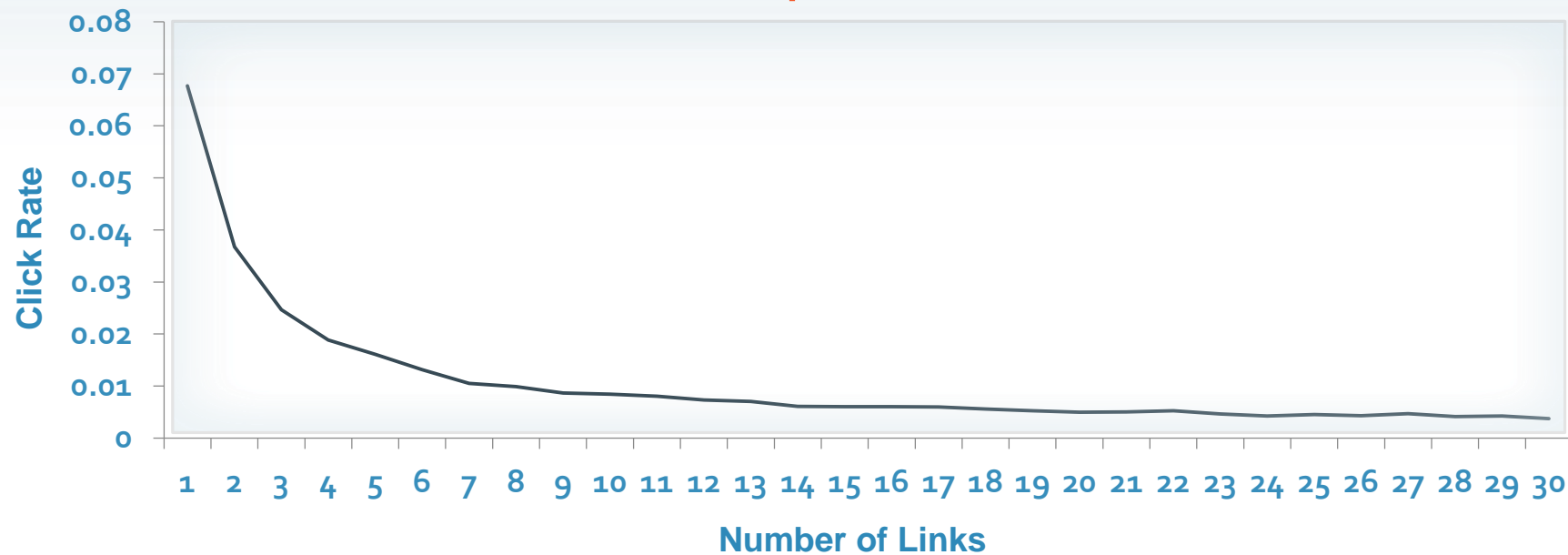
Tantalize your Taste Buds
Chef Mary Ann Esposito will once again lead the Third Annual Grafton Food Festival - celebrate Vermont's "taste of place," and save room for her incredible 5-course dinner!

Music, Music Everywhere
Catch weekly outdoor concerts at Okemo or Stratton, class it up at Putney's Yellow Barn and the VSO Summer tour, or find something new at one of our many local music festivals. Just ask us for suggestions any time.

20 lines of text or less



Clicks per Link



Fewer links,
more clicks

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Music, Music Everywhere
Catch weekly outdoor concerts at Okem Station, class it up at Putney's Yellow and the VSO Summer tour, or find new at one of our many local... just ask us for suggestions!

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Catch weekly outdoor concerts at Okem Station, class it up at Putney's Yellow and the VSO Summer tour, or find new at one of our many local... just ask us for suggestions!

1
most clicks

2
eh... okay

3+
steep decline

5+
less to no clicks



Turn Questions...

1. How do I ensure my pipes won't burst this winter?
2. Do I get to deduct mileage I drive from work to home each day?
3. What's a simple way to pick the right wine?
4. How do I get more people to show up at my events?

...Into Content

1. 5 Ways to Protect Your Pipes from Freezing this Winter
2. Answers to Your Top 3 Mileage Deduction Questions
3. Red or White? 5 Simple Wine-Pairing Tips
4. 10 Ways to Sell More Tickets for Your Next Event



Images are content too!

90% of information processed by the brain is visual content

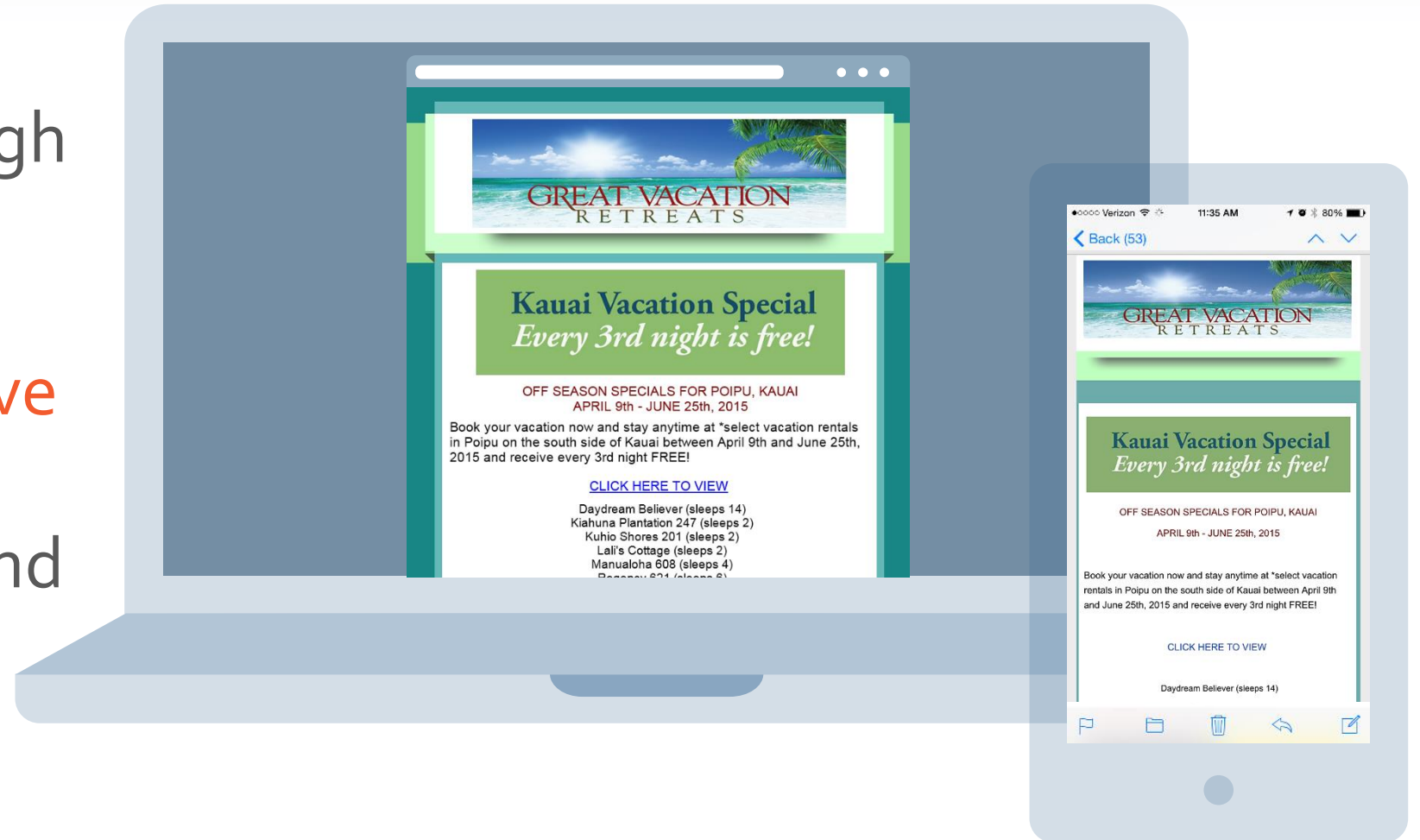


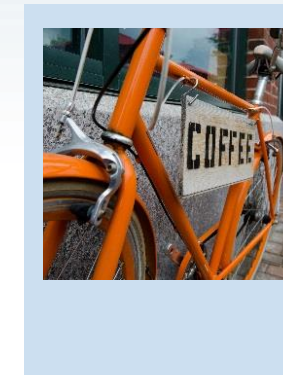
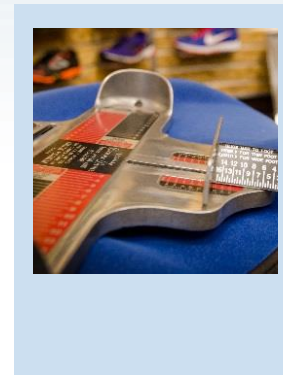
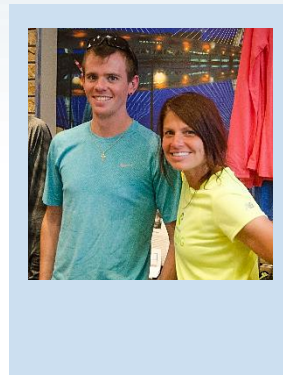
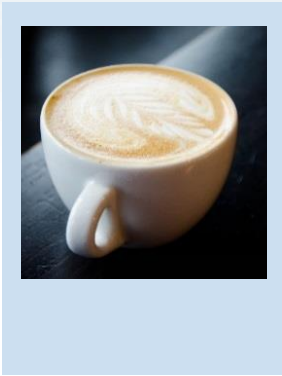
Mmm...



Communicate through Images

- Communicate through pictures – and make them **clickable**
- Keep key action **above the scroll line**
- Use design wisely (and **limit choices!**)





Working with photos

- Choose the right size
- Avoid copyright issues
- Use your own photos or stock images

Stock photo sites

BigStock

<http://www.bigstockphoto.com>

StockVault.net

<http://www.stockvault.net>

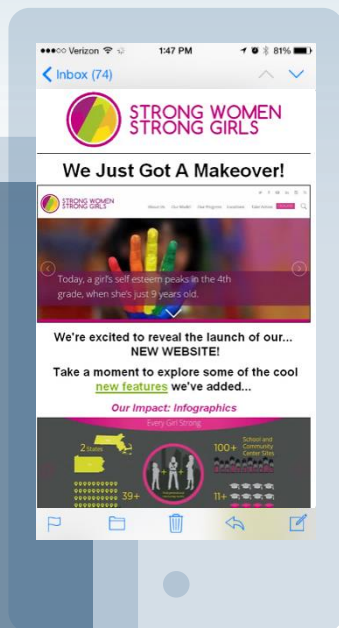
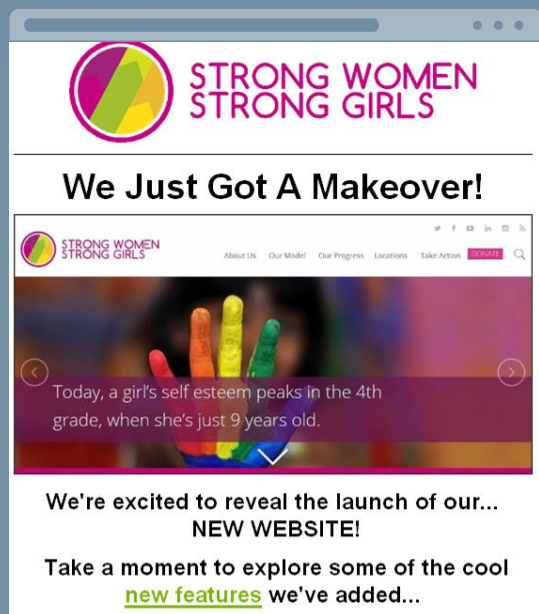
FreelImages.com

<http://www.freeimages.com>



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2. **Harnessing the power of the inbox**
 - a. Grow a healthy list
 - b. Creating great content
 - c. **Create a beautiful, mobile-friendly template that matches your brand**
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 - e. Tracking your results
3. Putting it all together



Select a mobile-friendly template that matches your message

Make sure your brand is consistent *everywhere*

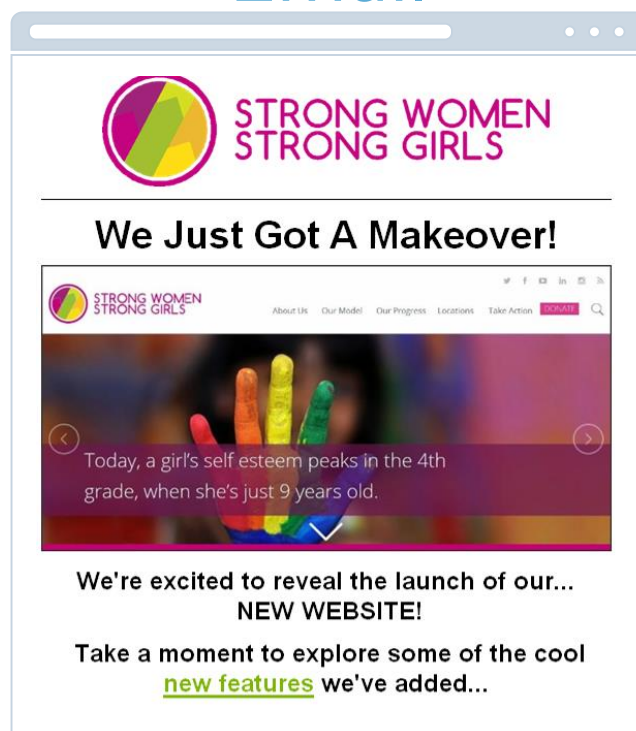
Look great – and recognizably *you* – in any inbox!



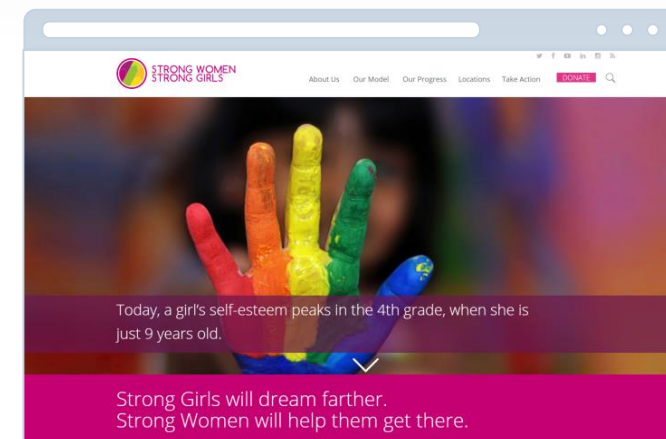
Be recognizable. Everywhere.

- Be consistent with logo & branding colors
- Use images of your business, products & people
- Use consistent language

Email

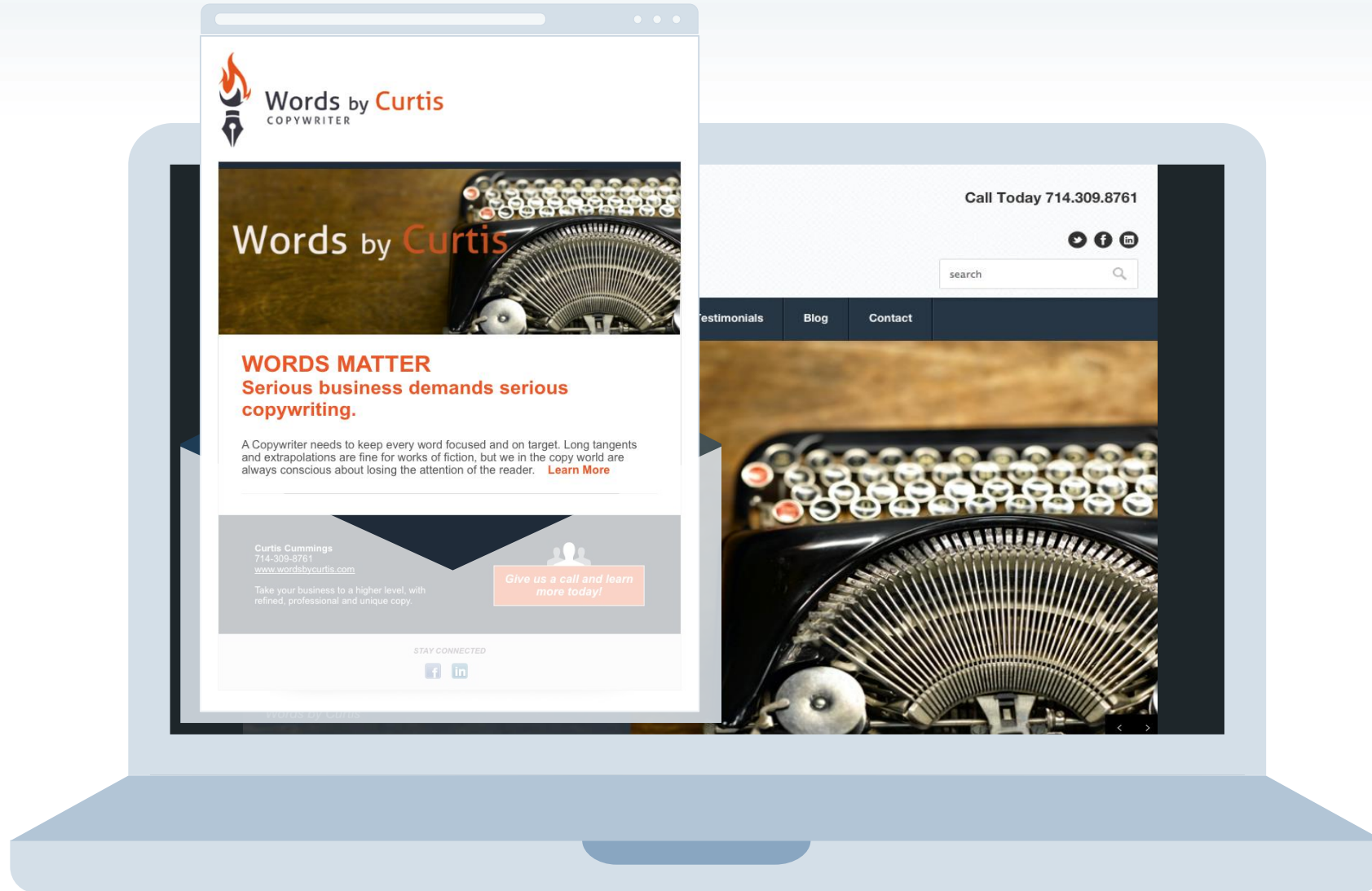


Website



Facebook







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Follow this simple recipe for success...

1. Single column template
2. Fewer than 3 Images
3. Fewer than 20 lines of text
4. No more than 3-5 links
5. Action above the scroll line

Half Moon
YOGA STUDIO

Summer yoga class schedules

Summer is only a few weeks away! Check out our new class schedule and relax this summer with the yoga class that's right for you. Need more information on our classes? [View videos on our website](#) created by our instructors.

Sign Up Today

Yoga for Kids
Every weekday @ 10 am

Work out with your family! Kids ages 6-10 and their caregivers will learn basic yoga poses, breathing and flexibility.



Recognized
Sender:
"Who sent it?"

Compelling
Subject:
"Is it worth
reading?"



Good Timing:
"When was it
received?"

Easy 'share'
options:
"Can I send to
friends?"

Give them 4 reasons to pay attention.



Who sent it?

How do people know you best?

Make your “from name” and “from email” recognizable.



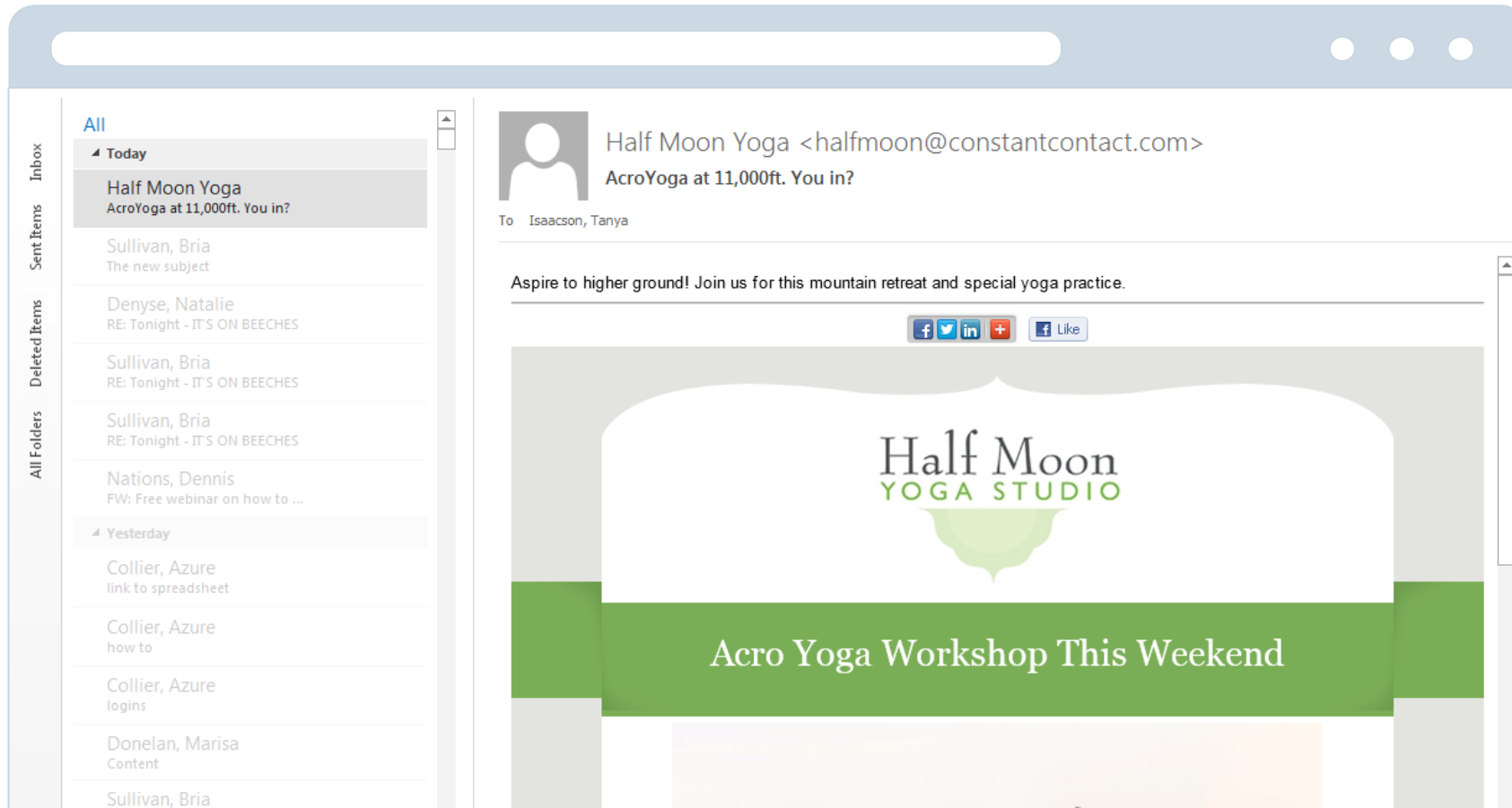
More than **1/3** of people
open an email based on the subject line.

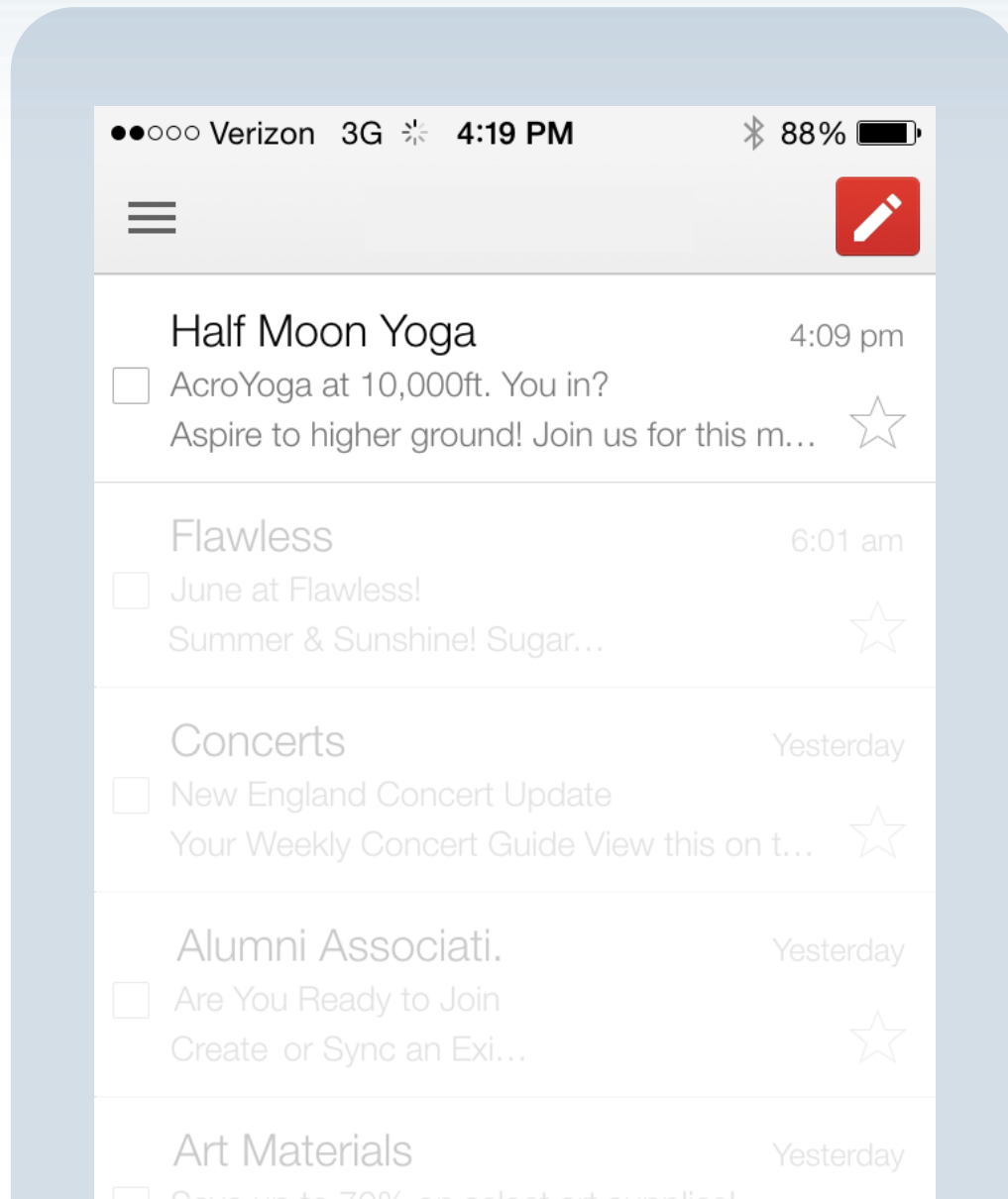




Is it worth reading?

Identify your purpose. Be clear, be clever and...





Entice them.

- Use “teaser” text
- Customize the message



Choose your words carefully.

Avoid the following:

- Spam-like terms
 - Check your spam folder
 - Use spam-check button
- ALL CAPITAL LETTERS
- Excessive punctuation and symbols !!!, ???, \$\$\$

Refund Fast!
Act Now! dollars
remove rates Click order
Win credit Free
offers Get guaranteed
now income
cash Save Act Now!
traffic Urgent
Purchase Fees
money



Size matters. Keep it clear, keep it clever, keep it short.

30-40 characters max typically appear on most mobile devices

.....

6-10 words is best; 4-7 has greatest response

.....

Control first 11-18 words of "pre-header" text to entice mobile readers

.....

51% of email is opened on mobile devices



Timing is everything. Create a master schedule.

How often?

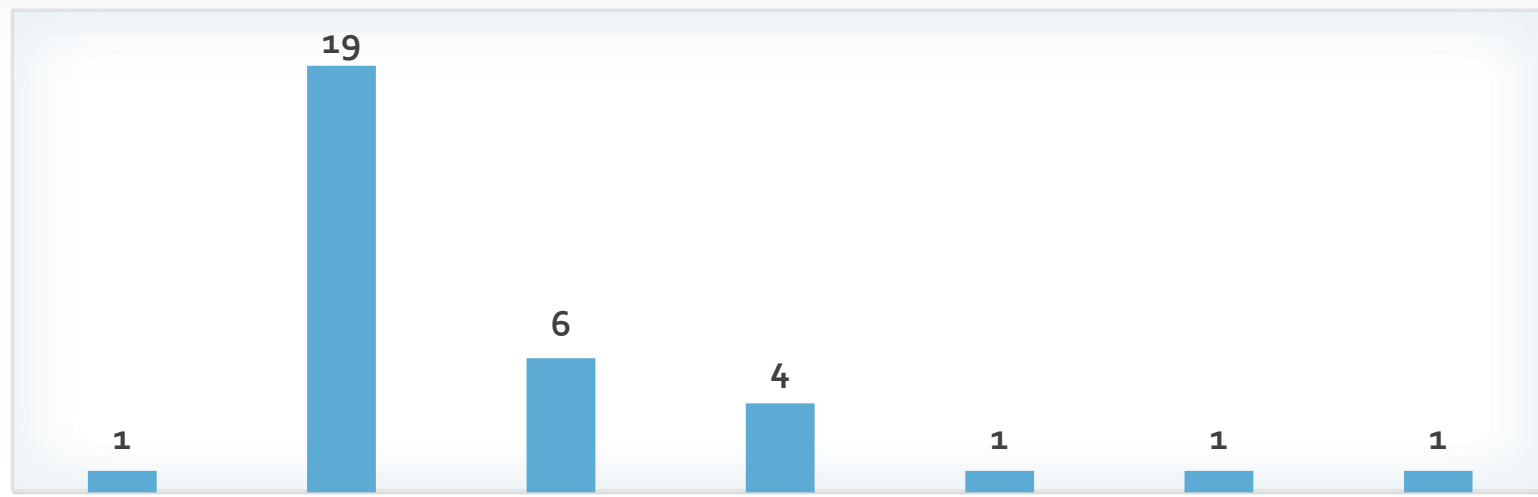
- Keep the promises you made at signup (weekly, monthly, regular)
- Coordinate timing across email and social channels for maximum impact
- When it's urgent!

What day and time?

- When is your audience most likely to read it?
 - Day of week (Tuesday & Wednesday)
 - Time of day (10am to 3pm)
- Test, test, test



Best day to send (# of industries out of 33 studied)



Sunday Monday Tuesday Wednesday Thursday Friday Saturday

- Accountant
- Art, Culture, Entertainment
- Consultant
- Financial Advisor
- Fitness Center/Recreation
- Legal Services
- Real Estate
- Salon, Spa, Barber



- Accommodations
- Home & Building Services
- Marketing, Advertising, PR
- Professional Services
- Technology

- Automotive Services
- Education – Primary/Secondary
- Personal Services

Cool and interesting fact:
When to Send

[#1]



Get to know what's right for you...

How to test the day and time that works.

Day:

1. Select two different audiences
2. Select two days in the week
3. Send your email and watch for the best open rate

Time:

1. Use the same two audience lists
2. Select two times on the day with the best open rate
3. Send your email different times and watch for the best open rate



Agenda

1. Why email marketing?
- 2. Harnessing the power of the inbox**
 - a. Grow a healthy list
 - b. Creating great content
 - c. Create a beautiful, mobile-friendly template that matches your brand
 - d. Get your email opened
 - e. Tracking your results**
3. Putting it all together



Know what reporting matters

Focus on the "click through"

Use data to make your next decision

Tracking your results...



Small businesses believe that reports and analytics...



Spotlight on the “click-through”

Constant Contact 855-783-2314 Help & Tips My Account

Reporting

Overview Mar 20, 2014 - Jan 5, 2015

Campaigns (13)
Mar 20, 2014 - Jan 5, 2015

230
Engagements

| | |
|---------------------------------|----|
| Email Opens | 87 |
| Event Registrants | 35 |
| Survey Responses | 29 |
| Trackable Coupons New Customers | 15 |
| Trackable Coupons Claims | 26 |
| Donors | 38 |

Campaign Breakdown

76
Active Contacts

| | |
|--------------------|----|
| New - Last 30 days | 12 |
| New - Last 60 days | 18 |
| New - Last 90 days | 21 |

Contacts Growth by Source

Home
Campaigns
Contacts
Reporting
Library

My Email Campaign
Newsletter Email, Sent 01/10/15, 2:15PM

25
OPENS

21
CLICKS

214
SENDS

My Event

17

Constant Contact

855-783-2314

Help & Tips

My Account



Home



Campaigns



Contacts



Reporting



Library

Reports > My Email Campaign

My Reports

- Sent (214)
- Opened (25)
- **Clicked (21)**
- Spam (0)
- Bounced (1)
- Unsubscribed (0)
- Did Not Open (1)

21
Unique Clicks

What gets the most clicks?

10% Click-through rate

7% Your Average [Increase this](#)

Compare against your industry [Select an industry](#)

4 URLs

Display: **By URL**

| Link URL | Unique Clicks | Distribution |
|---|---------------|--------------|
| http://www.pinterest.com/mindbodyonline/ | 2 | 9% |
| https://www.facebook.com/pages/Half-Moon-Yoga-Studio/223262421217335 | 4 | 19% |
| https://www.mindbodyonline.com/online-booking | 12 | 57% |
| https://www.youtube.com/user/MINDBODYonline | 3 | 14% |



Agenda

1. Why email marketing?
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You have an advantage.
Your customers love you!

Three simple steps to get started:

- Get your contact list together, even if it's just **five** people.
- Create and send **one** campaign...hit send!
- Watch what happens...do more of what works.



Real Estate marketing is...

Nurturing relationships. Delivering on your promise. Getting measurable results.



You really can do this!
One toolkit. One login.

Still don't have time...

inConcert Can Help...Just Ask!

Email Marketing Plans for Realtors
...for those looking to save time.



Where do we start?

We start with a...
Free 30 Minute Marketing Review

You'll walk away with a list of recommendations that you can immediately take action on to improve your overall marketing strategy.

To get started, all I need is your business card!

Book Offer



100 Great Ideas include:

Blogging Tips
Facebook Tips
Social Media Tips
...and Many More
\$20, Cash or Credit Card

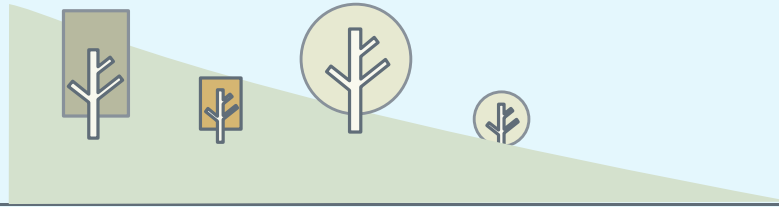
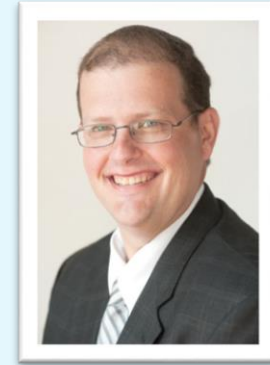


Survey

Feedback Form/Survey

Q&A with

Matt Ward



Authorized Local Expert, Constant Contact



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facebook.com/inconcertweb



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inConcert

Web Solutions... bringing it all together.

Attract, Convert
& Grow!



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