

QUICK USER GUIDE: GET THE BEST RESPONSE FROM YOUR MARKETING MESSAGES



In this guide...

You will learn how to compose the most powerful commercial real estate email marketing campaigns by utilizing active links, compelling subject lines, testing the email as a preview, selecting a good delivery window, and avoiding spam filters.

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Don't Forget Your Links - They Will Help You!



Industry statistics have shown that allowing recipients to quickly and easily retrieve additional information from your email campaigns by either directing recipients to a listing website or Offering Memorandum to get more information will maximize results.



The reason active links are so important is because recipients can quickly access the additional information they are looking to obtain with one click. Our users have found the easier they make it for the recipients to get more information, the better their response will be.



Let's face it! If a broker included only minimum details about a property on their flyer, it would make it incredibly difficult for you to scan through those properties in order to find out which deals might suit your buyers. Don't be that person - give them the information needed to ensure the property is worth contacting you about.



The principle here is that recipients are often busy and if you can allow them to scan properties thoroughly before having to get in touch with you, they are more likely to review the property and get in touch with you on the ones that fit their criteria. This will end up saving you both time!

Types Of Links - It Does Matter!

Linking to an offering memorandum or listing website are the most effective methods of utilizing active links within your campaigns. However, if those options are not available to you, it is better to link to something versus not having any links at all. Another option is to link to your email address which will make it easier for the recipient to contact you (one click). You may also link to a confidentiality agreement, but please keep in mind, a CA requires another step before recipients get the information they need and should be avoided if possible.

Subject Lines Can Make A Big Difference On Response



The subject line is arguably one of the most important aspects of your email marketing campaign. It is the first thing that recipients see before deciding whether or not to open your email. Therefore, a poor subject line can completely destroy the email campaign whereas a well-planned one can make the campaign prosper.



The subject line must be captivating and concise to entice recipients to open the email and read it. The subject line should include specific details about the property, such as the location, tenants (if applicable), property use, return, etc. The subject line should be 65 characters or less. Some samples of good subject lines are at the bottom of this page.



The subject line should NOT include all capital letters (CAPS LOCK) but may include some capital letters - like the beginning of each word. Other things to avoid with subject lines are excessive punctuation, grammar or spelling mistakes, uncommon abbreviations, email addresses in subject lines, too many characters, or irrelevant information about the property.

Look At These Good Subject Lines Below:

Just Listed: Five-Story Office Building | Winston-Salem, NC | Annual Rental Increases

Walgreens - 6.2% cap - 10+ years on initial term - Irvington, NJ

NNN Verizon Wireless - Layton, Utah | 6.0% Cap Rate

Rite Aid Pharmacy | Roseville, CA | Strong Demographics & Growing Area

Wal-Mart Shadow Center | Dollar Tree & Hibbett Sports Anchored | \$3,850,000

Corporate Jack in the Box - Centerville, TX | Abs. NNN Lease w/ 11+ years Remaining

208 Unit Apartment Complex - East Bay Village - Essexville (Bay City), MI | 7% Cap

Hardee's | 20-Yr NNN Lease | Strong Franchisee | Harvard, IL (Chicago)

Beware Of Content - Makes A Big Difference On Response



Ultimately the goal of email marketing is to ensure that the majority of emails reach their readers. There are many things that we do on our end to help ensure your email can get where it needs to go. However, there are many things that you need to be cautious about when drafting your email. This guide will explain them.



As an Email Marketing Service Provider, we work very closely with other ISP's, network administrators, real estate related domain managers, feedback loop organizations, etc to ensure our network has a good reputation. All of our emails are signed with Domain Keys, have a valid SPF record, and have reverse dns. These infrastructure based protocols help get your email to the inbox.



Even with all of the above elements implemented, your email will still be judged by a spam filter when it reaches the destination - this is not avoidable. Because of this, it is incredibly important that you are cautious when drafting your email to ensure that you are not using an excessive amount of "spammy" words or phrases.



Let's take a quick moment to look at what spam is in a general sense. Spam is probably those emails you receive from Nigeria about that large sum of inheritance just waiting to be claimed by a distant relative. Or perhaps spam is email that has completely no relevance to you. Or it could be something that you did not sign up to receive. Now think briefly about the type of content and phrases those emails use.



Now let's think briefly about the goal of a spam filter. The goal of a spam filter is to review the email messages and determine, on a numeric scale, the likelihood of that email being spam. Spam filters are not human; they are robotic. Therefore, they are looking for similar words and phrases as the ones found in those emails you were thinking about above. If you excessively use the same words, it is possible your email could be filtered as junk mail.

Please continue onto the next page for more information about spam filters and the common things to avoid when drafting your email.

List Of Common “Spammy” Mistakes:



Avoid using all capital letters (CAPS LOCK). It is okay to type with in regular sentence form, however, you should not use ALL CAPS or have large segments of content in upper case letters. Spam filters are looking for this and will add more points to your email if it contains them excessively.



Avoid excessive bolding or excessive punctuation marks. Excessive punctuation marks are often found in spam emails and filters are usually programmed to look for emails containing excessive punctuation or excessive bolding.
Example: **read this now!!!!!!**



Avoid using grammatical errors and spelling errors. A lot of spam comes from outside the United States and the word usage is not always proper. Thus, spam filters are programmed to identify emails with spelling and grammatical errors. Make sure you proofread your email. If you are using abbreviations, make sure they are common so they are not treated as spelling errors.



Be cautious with your word choices. Some words will can trigger filters while other words do not. Words like free, act now, investment, cash, limited time offer, credit, discount, call now, click here, and references to large sums of money should be avoided when possible. A lot of these words can be substituted for words that will not trigger spam filters. Such as “Download Offering Memorandum” instead of “Click Here” for offering memorandum.

Don't Forget To Send A Preview Email



Our preview email function is completely free and is available on step 4 of the campaign building process. The function allows you to send a preview email to any email address to review the campaign before going out, send to your broker for approval, etc.



Sending a preview gives you the opportunity to do many things. Most importantly, it allows you to review the campaign and check for spelling or grammatical errors which are important for getting the email to the inbox as well as appearing professionally.



The preview email also gives you a chance to see how the email looks in your inbox. We recommend sending a few test messages to yourself (business email, a personal email, and a free email - such as Yahoo) to get a good gauge of how the email appears for different recipients because emails can render different with different email programs.